

The MANUFACTURING CONFECTIONER

Vol. XV

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Editorial

N. C. A. of the Future

INDUSTRY opinion as to the National Confectioners' Association seems to prevail quite generally that a reorganized Trade Association set-up should be instituted—particularly along new lines. The need of a strong Trade Association is unquestioned. There is a feeling, however, that it must be adapted to both the local and national existing conditions and problems of the manufacturers. This offers a sound basis of approach in formulating a new program embodying many of the functionary Trade Association services of value to the industry as a whole and to the individual members.

The field of activity soundly open to the N. C. A. operating exclusively as a national body is somewhat limited by the fact that some things can be more effectively done by regional associations. These things can be more effectively done by regional associations partly because of the nature of the things to be done and partly because of the varied situation, type of problems and attitude toward cooperative undertakings among manufacturers in the different sections of the country.

There are other industry problems that can be met better by the N. C. A., and others that can be met effectively only by a national association.

The N. C. A. should not undertake any activity which, on careful analysis, can be more effectively carried on by regional associations.

The view has been expressed that strong regional associations are inconsistent with the continued vigor of the N. C. A. We are of the opinion that the contrary is true. A strong regional association in each important candy producing section of the country would strengthen the N. C. A. in its proper sphere. The N. C. A. should make the promotion of such regional associations a definite objective and should accept the job of coordinating the regional efforts.

The general welfare of the industry would be sufficient warrant for this program even if no

advantage to the N. C. A. as an organization, could be expected.

The regional association adapted to serve the candy manufacturers of Texas, for instance, would be quite different from one adapted to serve Chicago or New York. Each should be entirely independent of the N. C. A. in its management and support. It would, however, be to the advantage of each district that an active association existed in the other and that their activities, although at times in conflict, should be as far as possible coordinated.

If the N. C. A. does not recognize the function of the regional associations already established and take steps to establish an entente, the N. C. A. may lose out.

A system of local associations financed from a National fund, however would be impracticable. The regional budget ought to be a strictly regional matter. There are numerous reasons all pointing in the same direction.

Manufacturers in Chicago, New York or Boston, for example, will never see all things in the same light as manufacturers on the Pacific Coast. The things that those in one section think it important to attempt are things that those in other sections will think it unimportant, unsound, or even in conflict with their interest.

The acceptance of a subsidy by the regional organization—whether a division of the National or not—means the submission to a degree of National (majority) control which would not work.

We are convinced that there is also another factor which is not so easily defined. It arises partly from the fact that people do not usually appreciate fully a thing that they do not fully pay for. It is hardly probable that the small manufacturers in one section would greatly respect an organization financed in their territory by the big manufacturers located elsewhere. They would inevitably suspect it.

There is much for the N. C. A. to do but it is essential that it examine what is practical for it to accomplish, and then try to do a good job on what it attempts. First, it should recognize

the regional associations as props rather than as competitors, before the manufacturers decide to rely on regional associations instead of a national.

Its program and services along national lines should be continued. The organization for legislative work should be further progressed. It must be kept up whether there are current issues or not. There should be a continuity of contact and a mechanism for getting acquainted with congressmen, maintained by N. C. A. representatives and the members in their own districts.

The present activities in the near-legal field should also be continued. This covers industry information on Federal and State rules and regulations, such as the Pure Food and Drug law, processing taxes, and information which particularly pertains to the industry.

The patent and Trade Mark service to members offered through that department of the N. C. A. has been invaluable and should have its place in the program of the future.

Activities on freight rates offer a field for further service and the work of the national and territorial committees should be well coordinated.

The Credit Service offered on a national basis needs development, promotion chiefly. It has been said that the only thing wrong with the present system has been that not enough members have been using it. The large portion of exchange of credit information can be handled locally, but there is a need for a national service as well.

The most conspicuous deficiency has been in statistical work—so handled as to be educational, stabilizing and of value in management control. The Code Authority is now doing this. The N. C. A. should be prepared to take this up when, as and if the Code Authority drops it.

The Way Out

THE action of the Code Authority in engaging a confidential agency to obtain statistical information, and handle the cost educational work along commodity group lines, is hoped finally to be the route through which competitive industry conditions will be straightened out. Cooperation by the individual manufacturer is, however, necessary to the success of this as well as any other plan.

The agency employed cannot work miracles in the industry. If the industry is straightened out it will be done by the members themselves.

It must be done voluntarily. It cannot be done by coercion and any members who cling to this idea are due for a change in viewpoint.

Even a Code cannot be effective by dependence upon enforcement.

Willing cooperation on the part of every company is urged at this time in order to give the new plan a fair chance to work.

The Candy Package Clinic

PIONEERING among business publications in conducting a packaging clinic exclusively for a single industry, The MANUFACTURING CONFECTIONER inaugurates with this issue a Candy Packaging Clinic for the confectionery industry.

Packaging is a major factor in merchandising of confectionery today. Manufacturers are manifesting a growing interest in modernized packaging possibilities. The effective package as a sales stimulator and business builder shares a place of high rank along with quality in the hands of aggressive merchandisers.

The Candy Packaging Clinic is therefore a logical accompaniment to the Candy Clinic which has been featured in this publication for a number of years.

Again The MANUFACTURING CONFECTIONER is privileged to assume leadership in a packaging service to the manufacturers of this industry, as it pioneered the field more than a decade ago in presenting the industry with the first specialized publication on production, distribution and other problems exclusively for the manufacturer and his plant executives.

The Candy Packaging Clinic culminates plans announced in these columns in September 1933, and presented in their final form, after eighteen months of preparation, in our issue of last January as a part of this year's editorial program.

A group of recognized authorities on the respective elements to be considered in a meritorious and profitable package constitutes a newly formed Packaging Board to serve on this Clinic.

The packages examined by the Board in its first Clinic session held on April 2 were a cross section of the packages we see in the every day market. Some of them were outstanding. A few were displeasing in design and execution. The object of this Clinic is to give others an incentive to create better things. Instead of looking to what others have done and imitating, there should be an incentive to look forward to newer packaging achievements that will create new and original markets.

We do not emphasize the expensive or "showy" package as the criterion of good packaging, but rather appropriate packaging which combines attractiveness and economy suitably adapted to the merchandise—and which does not necessitate the sacrifice of quality in the confectionery which it contains.

MANUFACTURERS' CODE NEWS

Industry Group Plan Under Way

Code Authority Engages Stevenson, Jordan & Harrison

As Confidential Agency for Cost Education and Statistic Work

Manufacturers to Be Divided Into Ten Commodity Groups with Chairmen

THE Code Authority of the Candy Manufacturing Industry on April 2 engaged Stevenson, Jordan & Harrison, with its main office in New York City and branches in several other cities, to handle statistical and cost educational work for the Code Authority during the remaining two months of its term of office. The action followed the meeting of representatives of the Candy Industry held at the invitation of the Code Authority at Pittsburgh March 28 and 29 when a plan for dividing the industry into ten product groups was adopted, as presented by the Code Authority.

Realizing that the Code has not produced the results anticipated and that selling below cost, with the consequent lack of profits, has been widespread in the industry, the Code Authority devised a "group plan" whereby efforts to solve the present problems of the industry will be attempted by cost education work and obtaining and disseminating statistical information by commodity groups.

The organization of Stevenson, Jordan & Harrison was selected for this work because of its wide experience in industry management, cost systems and trade association work. The group has not been hired to manage the candy industry, however. At present the organization is serving twenty-six trade associations and several Code Authorities.

The arrangements with Stevenson, Jordan & Harrison were made by a committee of the Code Authority, consisting of W. W. Reid, Jr., of Charms Company, Newark, New Jersey; Captain Charles S. Supplee of Frantz Candies, Inc., Lancaster, Pa.; F. A. Bunte of Bunte Brothers, Chicago, and J. M. Gleason of Schrafft's, Boston, chairman of the Code Authority. C. H. Ferris represented Stevenson, Jordan & Harrison and will supervise the activities. Mr. Ferris had addressed the Pittsburgh meeting.

This organization, in short, will serve as confidential agency to obtain facts and make recommendations.

Agreement with Code Authority

The arrangement is as follows:

"To furnish assistance and advice to the Code Au-

thority in putting into effect the group plan recently submitted to the industry and endorsed by the members of the industry at the Pittsburgh meeting.

"Involved in this function will be the task of working out and putting into effect the necessary machinery for giving the candy industry a complete and statistical picture by committee groups such as is necessary to enable the individual companies to decide intelligently on their policies.

"To determine the breakdown by commodity groups and the individual products under those groups that is necessary to do this work, it will be the thought to ask companies to go back for a definite period and to report on volume and selling prices for that time so the background of experience may be established.

"The Stevenson, Jordan & Harrison staff in connection with getting this reporting machinery set up and started will visit individual plants, contacting responsible executives and meet with commodity groups for discussion of their problems.

"Stevenson, Jordan & Harrison will also assume the responsibilities for compilation and distribution of these reports when these figures begin to come in.

"It is hoped that these current reports will be under way shortly so that the group meetings may begin and members of these groups will have visual evidence of the value of current statistics."

N. R. A. Approves Plan

The plan has been gone over by N. R. A., including Mr. Whiteside and Major Dunning, and it has been reported that they feel it is a very intelligent way of working toward a sound basis for industry operation.

Stevenson, Jordan & Harrison were hired in accordance with provisions in Article VI, Section 9 (c) of the Code, which provides for obtaining from members of the industry such statistical information as may be required for administration of the Code.

This same form of work is being done by numerous industries, and as a result the members have "cleaned up their industry accordingly." The system being applied is a tried system.

Activities are now under way to obtain a complete picture of the industry and from that develop ways and means of meeting the competitive relations that exist within the industry. It is believed that the industry is so large that it must be broken down into commodities to get that picture.

N. C. A. Ceases as Code Agency April 1-15

Field Men to Be Discontinued April 30

THE Code Authority at its meeting on March 30, held at Pittsburgh, Pa., took the following action:

"That the activity of the National Confectioners' Association, Inc., as Administrative Agency of the Code Authority for the Candy Manufacturing Industry will cease on April 1, 1935; that, however, for the purpose of liquidating its affairs, the National Confectioners' Association is hereby authorized to continue to act merely as a Liquidating Agency up to April 15, 1935, unless the Code Authority has established an Administrative Agency previous thereto and notice to that effect is given to the National Confectioners' Association by the Chairman of the Code Authority."

This means that all enforcement activity carried on by the National Confectioners' Association in behalf of the Code Authority has come to an end.

The Code Authority also decided to establish headquarters in Washington, D. C. The address will be announced as soon as a definite location is established.

Members have therefore been advised to withhold all future communications pertaining to Code work until officially notified by the Code Authority.

By order of the Code Authority all field men have been notified that their services will be discontinued as of April 30, but their travel has been restricted in order to make the funds of the Code Authority available for activity decided upon by the Code Authority.

Statistically, there is no breakdown of the industry which gives the market for the various commodities in any one marketing group. The Code Authority believes that it will be helpful to the industry to know what the market is for the various lines so that the individual manufacturer will know the relationship of his own production to that of the total production in a given group and through current reports to know whether he has gained or lost over a given period in proportion to the total percentage. Advocates of the plan declare it will tend to reduce destructive competition and develop a more orderly market.

This is the educational method to obtain improved conditions instead of through the price route.

Information Strictly Confidential

Emphasis is being placed upon the confidential nature of the information provided by the manufacturers to Stevenson, Jordan & Harrison as a confidential agency. No figures sent to this organization will be exposed nor any groupings of them will give any indication as to these facts. The mass figures, however, will be available to all manufacturers. These will be automatically furnished to those who submit figures for their particular groups.

It is contended that if the industry is furnished the

correct facts regarding the commodities which it makes, each individual will make his own interpretation and lay his own policy upon these facts, and that the composite picture thus created by these individuals will create an orderly sales market.

Group Chairmen to Be Appointed

The industry will be divided into product groups as follows:

- (1) Bulk Goods other than Chocolates
- (2) Bulk Chocolates
- (3) Caramels, Toffies and Kisses
- (4) Count Goods sold in units of one cent
- (5) Hard Candy
- (6) Jelly Works
- (7) Licorice Products
- (8) Package Goods retailing for 15c per lb. and over
- (9) Pan Work.
- (10) White Marshmallow

A chairman and committees will be appointed for each of these groups. It is planned that the groups will exchange cost, tonnage and statistical information through the confidential agency and that frequent meetings will be held.

Further details of the plan as recommended by the Code Authority at the Pittsburgh meeting and adopted are:

"That the elements of cost as developed by Ernst and Ernst and approved by our Elements of Cost Committees might well be used as a basis of cost education work.

"It is assumed that such committee groups will have to secure voluntary contributions from their members securing the benefit of this service, but the Code Authority will support such groups financially to the extent that their available funds will permit, bearing in mind that such distribution must be equitable as to the groups and subject to the approval of N. R. A.

"We recommend the careful selection of the committees appointed be made as to their willingness to work and their ability to secure the cooperation of those of their groups. The desired results can only be secured by thoroughness rather than haste."

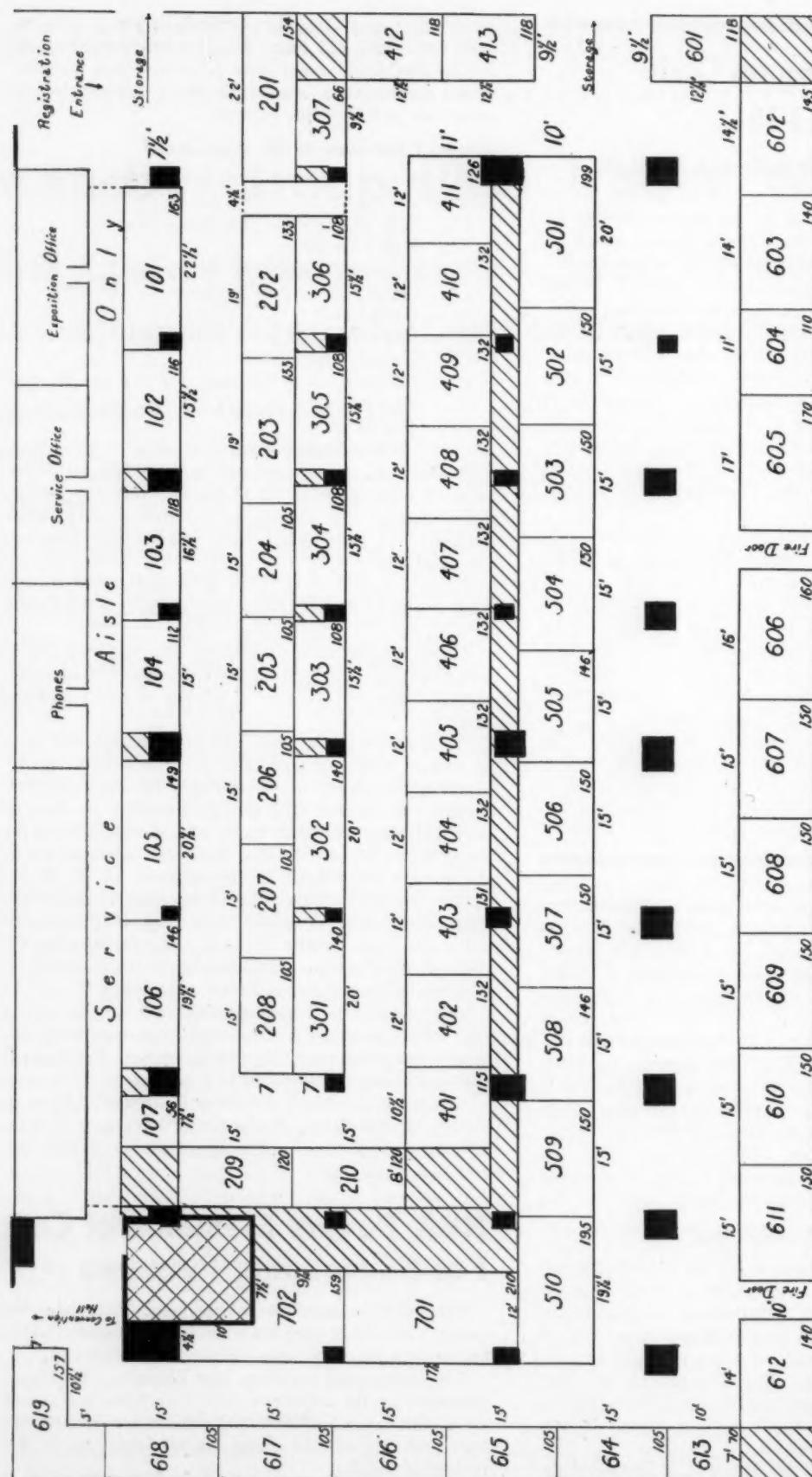
It is probable that zone meetings will be held in the near future to acquaint the manufacturers with the details of the group plan. A meeting of zone 7 is planned for approximately April 18 in Chicago.

Stevenson, Jordan & Harrison has branch offices in Boston, Philadelphia, Rochester, Pittsburgh, Atlanta, Cleveland, Indianapolis, Chicago, East St. Louis, Ill., and San Francisco.

NRA Favors Elements of Cost For Educational Purposes

THE definitions of the Elements of Cost under the Candy Code while they have not been signed by NRA, are understood to be near release to the industry.

For educational purposes, the Elements of Cost as submitted by the industry's Cost Committee are looked upon with favor by NRA, and reliable reports are that they probably will be given official signatures by the middle of April.



48 Supply Firms Serving Confectionery Industry Signed Up to Date as Exhibitors at Exposition June 3-7, Palmer House, Chicago

- 208—THE MANUFACTURING CONFEDERATION**

01—American Maize Products Company
02—The Pilliod Cabinet Company
03—National Equipment Company
04—Atlantic Gelatine Co., Inc.
05—Aluminum Company of America
06—Clinton Company
07—O. A. Seethnes Co.
08—General Foods Sales Co., Inc.
09—California Fruit Growers Exchange
10—California Fruit Growers Exchange
11—Schleicher Paper Box Co.
12—Brazil Nut Growers Association

404—T. C. Weygandt Co.
409—Warfield Chocolate Co.
410—A. Klein & Co.
412—Ross & Rowe, Inc.
413—Ross & Rowe, Inc.
501—Dart Callophone Company
502—Packaged Machinery Co.
503—Con Producia Refining Co.
505—J. M. Lehmann Co.
506—Reynolds Metals Company
507—Reynolds Metals Co., Inc.
508—Harry L. Friend Co.
402—Liquid Barcode Co.

510—International Confectioner
601—Herrin Manufacturing Co.
602—American Machine & Foundry Co.
604—Better Packages, Inc.
612—Union Confectionery Machinery Co., Inc.
613—Burrell Belting Co.
614—Contractors Journal
615—American Sugar Refining Co.
616—Confederate Products Co.
617—Burke Products Co.
618—Savage Brothers Co.
619—Penick & Ford Sales Co., Inc.

N. C. A. Convention Program Outlined

To Feature Costs and Production Discussions New Plan for Production Forum Announced

PLANS for the program of the 52nd Annual Convention of the National Confectioners' Association, which will be held June 3-7 at the Palmer House, Chicago, point to one of the most beneficial conventions for the manufacturers held in recent years. The program for the coming sessions will dwell mainly on costs, sales, production, and similar practical problems met by the members in the operation of their plants, according to J. L. Rubel, chairman of the Program Committee.

Outstanding in the program line-up will be a day devoted to production problems, with an entirely new arrangement for the Production Forum as compared to the plan of the past three years. The Forum this year, which will be held Wednesday afternoon, will feature talks by production men, and the discussions will be confined to various production problems.

W. A. Melody, plant Superintendent of E. J. Brach & Sons, will lead the production meetings. Production executives of all candy factories will be invited to attend and exchange ideas. The Associate Members of the supply field are also invited to attend and join in the discussions if they wish.

Arrangements for the Production Forum are again under the able leadership of Carl Graeser, of P. Echert Factory, National Candy Co., Cincinnati. Mr. Graeser is chairman of the Production Forum Committee, which has worked extensively in developing the new plans in accordance with the interests of production men. Other members of the committee are, James A. King, The Nulomoline Co., New York; E. J. McGarry, Illinois Nut Products Co., Chicago, and Mrs. E. R. Allured, Publisher of The MANUFACTURING CONFECTIONER.

Program Outline

The general convention program will be conducted along the lines of a business meeting, with talks grouped under definite classifications. Each subject will have a chairman and the meetings will be open for discussion after the talks.

Some of the subjects planned, and the phases to be covered, are as follows:

Sales—selling prices, relation of costs to selling prices, inducements such as premiums, concessions, quantity discounts, and other sales allowances.

Production—standards of performance, basis of wage payments, piecework bonuses and other incentives, plant layouts, equipment, product standards, packing etc.

Management—cost finding, and production insurance.

The convention will open at 10 o'clock Tuesday

morning, with President George H. Williamson presiding. The Exposition of the associated industries held concurrently with the convention will, however, open on Monday at noon.

Wednesday will be Production Day, when the morning program will be devoted to production talks, and the afternoon given over to the Production Forum.

Thursday will continue with discussion of some of the above subjects.

Among the features of Friday will be the annual election of officers. Members of the Nominating Committee are: V. L. Price, National Candy Co., Chairman; H. H. Campbell, Standard Candy Co., Nashville, Tenn.; A. C. Baker, Brecht Candy Co., Denver; H. L. Hoops, Hawley & Hoops, New York; H. L. Brown, Brown & Haley, Tacoma, Wash.; T. J. Payne, Reed Candy Co., Chicago; Alton Miller, C. N. Miller Co., Boston.

Other committees recently completed include the Dinner-Entertainment Committee and Golf Committee. Members of the former are: Chairman, Ben Goodman, Nutrine Candy Co.; Vice-Chairman, Fred Amend, Fred W. Amend Co.; Paul Relel, Angelus Campfire Co.; Sam Hallstrom, Walter H. Johnson Candy Co.; E. O. Blomquist, E. J. Brach & Sons.

NCA Golf Tournament

The 1935 NCA convention golf tournament will be held at the famous Olympia Fields Golf Club near Chicago. The candy boys will use Course No. 1. This course is noted for its excellent watered fairways and tricky greens that call for championship golf.

The Golf Committee is composed of F. A. Bunte, Bunte Brothers; A. S. Klein, Walter Birk Co.; Gross Williams, Thinshell Products, Inc.; M. J. Holloway, M. J. Holloway & Co.; Theo. Stempfel, E. J. Brach & Sons.

Exposition Unusually Large

All indications are that the Exposition will be the greatest confectioners' exposition ever held, according to an announcement made by Roberts Everett Associates, Inc., who are managing the show for the association.

An unprecedented interest among firms providing machinery, equipment, materials, supplies, ingredients and services for the confectionery field, has been manifested in the exposition.

Comparisons made by the exposition management with the situation last year, indicate that demand for space is approximately twenty per cent ahead of the same period last year.

A Successful Designer Outlines

EFFECTIVE CANDY PACKAGING

★ By ERNST A. SPUEHLER

Burleigh Withers Company, Chicago,
Consulting Designer, The Manufacturing Confectioner

SPRING is here—and we look to the coming weeks with expectancy. Everyone is in the mood for doing something—to clean up, paint up, to dress up, to keep in step with Old Mother Nature. Sunlight, color and freshness are everywhere. How can we escape noticing it after the long winter months? How can we do our share to keep in tune?

Do we realize that through the confection industry we reach practically every one? We drop in everywhere and rub shoulders with rich and poor. We are in the midst of every big event of sport, the theater, movie, party and home. We bring many highspots into the lives of children and grown-ups alike, and relieve some of the drudgery of the working hours. We help to celebrate important family events and act as messengers on many sweet and tender occasions.

Through our boxes, packages, wrappers and displays, we have a worth while opportunity in bringing with them a dash of color and brightness. However, it is not just a question of how much or how little time and money we have to spend in dressing up our products. We don't have to bring the whole spectrum of color in, or lavish every style of lettering imaginable on one package. Often a simple color scheme gives the most desirable effect. If everybody shouts, why not be smart and say very little? Nevertheless, we must keep in tune with an ever changing world.

Not many other industries offer so many opportunities for adding so much imagination for all the different seasons of the year. Here we have a story to tell: Christmas, Valentine's Day, Easter—old traditions cling around these festive occasions. They can be illustrated in an ever new and refreshing way. Then there are everyday problems always coming up. Small jobs that pop up as a matter of routine. These often represent the bulk of the trade. Don't treat them as stepchildren. In handling one new little job, always consider the whole family. Give it the utmost care and you'll be ever proud of its appearance.

In many cases we find that so little attention is paid to the structure of the art work. Everything clicks in the production, distribution, and sales ends, which are well taken care of; but after all the different figures are compiled and costs figured out, there is next to nothing left for the design. Have we ever taken a

MR. SPUEHLER is one of the leading designers of the country. He has won awards of distinction in national packaging and typographic competitions. He received his design education in Zurich, Switzerland, studied in the Academy Julian in Paris, and has had wide experience in America in the design and production of modern packages. Mr. Spuehler has a practical knowledge of printing processes and package manufacturing, acquired in one of the largest plants of the country. He is now associated with the Burleigh Withers Company, advertising studio and packaging designers. Mr. Spuehler has designed numerous successful candy packages in the past in this country and abroad.

thorough inventory of the mental picture that our product conveys to the buyer's mind? After all, the face of our product has to act as the salesman after it is left by itself on the store shelves. What language does it speak? Does it hold its own with the surrounding competitors, or does it just try to imitate a successful brand of merchandise in the same field?

Good design doesn't just happen. First we have to look over the market for the product. The designer should work with the experienced merchandiser and package manufacturer and get a clear story of the background where this new item should fit in. A knowledge of plate making and the different printing processes is essential. The design in many cases can be produced more effectively and with fewer colors if all these angles are carefully studied out.

Corresponding to the outward appearance, the inside of the package should be equally well planned. When you lift off the cover and take a look at the merchandise you will find that an added touch of color on the inside wrappings helps considerably. In our national advertising we long ago learned the value of a family resemblance throughout the whole campaign. This holds true in packaging also, and many concerns cultivate a definite family tie-up that will identify to the consumer his favorite name and brand, and the slogan still holds true—"Repetition brings Reputation."

Should every design be modern to be up to date? Just look over the many delightful things that we inherited from the past which are still good today. Many of them will stand out when some of our so-called

★
Examples of various types of visible packages in trays, boats and bags, offering both well-designed identification and appetizing view of the merchandise. Timely suggestions are also found in these assortments of summer confections. Note how the printed designs on wrappings are placed in contrast with arrangement of contents.



modern creations are discarded. Be it modern or traditional, simplicity and legibility are the keynotes to a successful job.

Looking through the field of packages today we find quite a large number of products that are exceedingly well done. They stand out in the general market like a piece of fine jewelry which is acquired with great care and makes the owner proud in its possession. Our merchandise finds its way into our homes and should contribute its share of refinement and taste.

We all like to see a well designed product. A job well done is stimulating, urges us and others who look at it to do our best. Let's do our part in this service and hand on to the next generation a tradition worth following.

America is getting design conscious. Everywhere,

from the smallest article to streamlined trains, we see new ideas. We are right in the midst of these developments and have a definite part to play, a part that is full of opportunities.

Exhibitions, conventions and clinics help to stimulate the work of bringing new trends to the surface. THE MANUFACTURING CONFECTIONER has long been a pioneer in the movement for improved packaging in the candy industry. It has taken another progressive step by introducing a Package Clinic where packaged products of all kinds produced by the industry are analyzed quarterly. In bringing to our attention the best designs and ideas in words and pictures, THE MANUFACTURING CONFECTIONER is rendering those concerned with packaging confectionery a very commendable service.



BULK PACKAGING

Colorful, convenient units of sale are being offered in bulk candies packed in printed transparent bags. Some of the advantages follow:
1. Attractiveness—candy looks better sells better. 2. Freshness preserved, sanitary. 3. Quicker sales through "handy" packages. 4. Display value—can be displayed in open, without expensive showcase. 5. Allows brand identification, encourages repeat sales. 6. Increases sales in chain, drug, and grocery store outlets by making fast movers out of bulk candies.

Points to Weigh Before MAKING THE PACKAGE CHANGE

★ By C. B. LARRABEE

Managing Editor, Printers Ink
Author of "How to Package for Profits"

Address at 5th Packaging Exposition and Conference

LEТ us consider that we are the board of directors gathered around a table to consider the unhappy fact that our company's package must be redesigned. For the purpose of this discussion I have elected myself unanimously as chairman of our board of directors and I warn you that I am going to assume the chairman's prerogative of doing all the talking.

Incidentally, inasmuch as the country is off the gold standard, there will be no gold pieces distributed to the directors at this meeting.

The meeting is now called to order.

Fellow directors, we are gathered this morning to consider the weighty question of changing our package. I find from a private canvass I have made that there is a certain sentiment among some members of our board that the package is all right as it is. One of your members indeed has told me rather indignantly that if the package was good enough for General Grant it is good enough for him. On the other hand, another member who is most enthusiastic about a change told me, "Of course, we must change. Everybody else is doing it."

Mistakes to Be Avoided

Ladies and gentlemen, I submit to you who are in charge of the destinies of our corporation that neither of these attitudes is sensible.

I have made considerable investigation of this subject of package changes and have found that two of the greatest dangers that any company can encounter in making a change are *excess conservatism* and *excess enthusiasm*.

Perhaps, indeed, investigation will demonstrate that our package does not need to be changed. It may sound like heresy to you, but there are plenty of occasions when an immediate package change is unwise. Certainly it is unwise if it is based on no better foundation than the fact that our competitors have changed their packages. I will grant that that is a powerful argument for a change, but there are certainly other factors which we must consider before we decide definitely on a change.

A HELPFUL discussion of the proper viewpoints in considering change of your package . . . Radical change has its advantage over the step-by-step method.

Another danger which we, as custodians of the welfare of our corporation, must guard against is the injection of *too much theory* into our meeting. After all, as typical business men and women in charge of this corporation, our experience has not been such as to give us a very thorough knowledge concerning packages.

Of course, I know we have the *consumer viewpoint* —that very, very dangerous consumer viewpoint. As individual consumers we are likely to think that we are typical and that what we like every other consumer will like. This, as we know to our own regret, is the rock upon which many an excellent merchandising idea has foundered. Therefore, let us forget as much as possible that we are consumers, and if we are going to make large statements about what consumers think let us find out what they really think before we make our large statements.

Another mistake we are likely to make at the meeting of our little board is to *believe that we can settle the entire question as we sit here today*. I assure you, fellow members of the board, that the purpose of our meeting today is not really to settle anything beyond answering the question of whether a package change is desirable and if it is desirable what must we take into account before making the change.

Therefore, let us make one decision right now. Whatever we are going to do—if we decide to make the change—we must do thoroughly. Let us not be stampeded by an excess of enthusiasm into making a rapid change without going thoroughly over the ground.

Large Initial Investment Will Bring Larger Future Returns

While I have been talking, I have noted our good treasurer. He has become more uncomfortable



Pre-testing Makes New Bar a Success

This is an admirable example of scientific planning in candy merchandising. Every step, from ingredients to the wrapper was pre-tested for results.

The "2-4-5" is a nut roll, wrapped in two separate pieces—an easy eating feature that consumers applauded. It has an unusually high peanut content, and is made with soft caramel and genuine milk chocolate. It is packed in a colorful display carton, and wrapped in an eye-catching wrapper of gold and yellow.

every minute and I know that he wants to ask a question. I am going to forestall that question by asking it myself, "What will the package change cost?"

Frankly, I hope that immediately it will cost us a lot. If the change is wisely executed, however, I can assure you, fellow members of the board, that it won't cost us a depreciated nickel. If we are not going to make an ultimate handsome profit out of our change, I for one vote strongly against making it.

Therefore, I think it is necessary immediately to caution our good treasurer against using penny-pinching methods in governing costs. We can make certain that our production department will watch production costs so that any material or design we use will not be out of line in cost in relation to the product. That is one of the questions that we must consider later.

I am sure, however, that this is not the type of cost that our treasurer is worrying about. I can see that what is bothering him is cost of designing, of preliminary sketches, of tests which we may have to make, of merchandising counsel, and of all of the hundred and one things that enter into the design of a new package. I am sorry, Mr. Treasurer, but I am afraid that this company will have to make a sizable appropriation. In order to calm you a little, however, I

suggest that you look upon it as a speculation, an investment in which you make a large preliminary outlay in order to get still larger returns in the future.

Good-Will Need Not Be Lost in Changing Package

Now before we make the change let us take up two arguments that are bound to be put forward.

The first is that it is unwise to change our package now because it has built up such a considerable amount of good-will over the past.

The second is that if we make a change it should not be a radical one, because then consumers won't be able to recognize our package.

Both of these questions I shall dispose of as briefly as possible—and I hope finally.

Let us answer the first one. "Won't a package change destroy the good-will created by the old package?" This is one of the most obvious fallacies ever created by conservatism. It has no more basis in fact than the statement that a movie fan will no longer moon about Claudette Colbert if she wears a new dress.

There is no use denying that a familiar package does create a certain amount of good-will. However, analyze this good-will. Hasn't it been created for a product and a trade name far more than for a certain combination of design and material?

Furthermore, behind every package is a product and its quality. Buyers may be attracted to a product originally by the package, but they re-buy because they like what was in the package. Also behind most successful containers is advertising consistently carried on over an extended period.

Therefore, a product's good-will is not tied up in the package alone, but in quality, reputation and acceptance on the part of both dealer and consumer.

The manufacturer whose product is so poor and whose advertising has been so weak that neither can survive the process of a package change, had better improve his product and hire a new advertising agency.

Step-by-Step Change Lacks Sales and Advertising Punch

This, I hope, more or less disposes of the question of making a radical change also.

But it does not dispose of the occasional suggestion that the change should be made step by step. The proponents of the step-by-step process have some vague idea that if the journey is to be made from A to H the most efficient way of doing it is stopping over at B, C, D, E, F and G, thereby sneaking up on H so that nobody will know that the journey has been made.

The answer, therefore, to the question, "Isn't it wiser to make the change in several gradual steps?" is an emphatic "no."

When the Great Atlantic & Pacific Tea Co. made its radical change in its three leading coffee packages this point was carefully tested. In some stores the new designs were introduced without any preliminary warning to consumers. Various types of stores were

tried in order to get a true cross-section of buyers. In some stores the new packages were introduced, then substituted by the old, then introduced again. In few cases were there any questions asked by consumers; in each case the consumer was satisfied immediately by the clerk.

The significant fact of this test was that it was made without any advertising whatever. Once the new containers were launched behind advertising, most of the possibility of any questioning was removed.

Further testimony was given several years ago by the advertising manager of a large cosmetic house. This house changed a package that had been made familiar by years of advertising and use. So certain was the company that the package had created for itself great good-will that a radical change was made—but it was made in seven easy stages so that consumers would not be conscious of it.

"If we had the job to do over again," said the advertising manager, "we would make the change in one jump. Not only did we lose the news value of the change, but also we were submitted to a lot of extra trouble and expense. In the end our package was not as strikingly modern as it would have been had we not been handicapped by the necessity of thinking always of the steps behind and ahead."

A package change not only has great news value for advertising, but it also gives a manufacturer an opportunity to give his salesmen, dealers and jobbers new enthusiasm. To lose all the value of this by going through a change by slow stages is as unwise as it is unnecessary.

Assuming again the prerogative of a chairman of the board, I rule that we have decided unanimously against conservative change unless our further research indicates that a conservative change is all that is needed. Certainly, the step-by-step change is ruled out of consideration.

Questions to Be Considered

As I warned you when we opened this meeting, we as directors will best serve our company if we make haste slowly. I have little doubt in my own mind that a package change will be beneficial, but I am sure that you will agree with me that hasty change without proper consideration of all the factors that go into a simple package would be unwise.

There are a number of important questions that we must consider and I am going to list these briefly. It is my hope that in later meetings of this board we may take them up in more detail. For the present, however, we have time only to consider them and I will leave it up to you to sense their full implications.

Here are the questions:

What is the primary appeal of our product? Has our product a secondary appeal?

What is the purpose of our new package?

What are the design trends in the industry? Because this question is important, I hope that everyone in our company who has anything to do with the design

of the new package will consider it seriously. It calls for an analysis of the whole problem of current designs. A careful study of this question may mean the difference between being one of the first to introduce something which is going to become highly popular, or joining the parade when it is already under way.

Factors in Design of Package

Is the product one of a family of products?

What are the designs used by competitors? Competing packages may have a vital effect on the new design. For instance, the new design must not resemble the competing packages too closely. Also, competitors may have set up a definite design trend which must be followed by the manufacturer. No advertiser should allow competitors' designs to influence him too strongly, but he should at least make a study of what competitors are doing.

What material should be used for the package?

Is the package possible from a production standpoint? Here is another important question which I should like to consider in a little more detail. Will the design make necessary costly changes or developments in packaging machinery? Will the design be such that it will be difficult to pack the package in an outer container? It is particularly important that the production man be called in on any matters of change in shape. Often he will be conservative and will say that a certain change is not practical. This does not necessarily mean that he is right. However, as a rule, if a careful study of the problem convinces him that the change will not be economical his recommendations should be accepted.

We now come back again to our main questions:

Consumer Tests Valuable

Who are the prospects and customers?

How will the package be used in display?

How will the package be tied up with the advertising?

Will consumers like the new package? This can only be determined in one way, by tests among consumers. There are a number of ways of testing a package. However, it is essential to emphasize that consumers' tests are and should be a definite guide of what designs are to be used. Far too little testing of this kind is done. Advertisers who have spent thousands of dollars in market research of other types will not spend a nickel to determine what a few thousand consumers prefer in a package design. Money spent in tests is usually well invested and it is strongly recommended that advertisers investigate available means of testing and also, if possible, work out individual means which they feel will be unprejudiced and of real value.

There are only two questions left. They are:

Should the product also be improved?

In what condition are dealers' stocks? Many prod-

(Turn to page 63)

A PACKAGING ENGINEER EMPHASIZES

CONSIDER PACKAGING

As an Engineering Art

★ By FRANCIS CHILSON

Consulting Production Engineer, New York City

Extract of Address at 5th Packaging Exposition and Conference

PACKAGING is an engineering art. Any attempt to design a package contrary to its engineering functions is doomed to failure. Moreover, it is not only doomed to fail in production, it is also doomed to fail in merchandising. I have taken particular notice of the fact that the unusual, the bizarre, the fantastic in the design and shape and materials of packaging have all failed of their merchandising purposes these past five years, while the simple designs seem to have taken hold and to have made their mark.

I think it was Arthur Allen who once said that a package design wasn't worth a damn unless you could live with it. So from my own observation and experience I can make a generalization which will find but few exceptions; namely, that if a package really is a good production package, it is also a good merchandising package, and in the majority of cases the reverse is equally true. Let me therefore emphasize that the package is first and fundamentally an engineering unit before it is anything else.

Troubles in Packaging Department Often Due to Design and Materials

Now I don't want you to think that I am blaming designers entirely for the gray hair which invariably tops the production man's cranium. Packaging troubles are not new to us. We always have had trouble, and I can say from first hand experience that 90 per cent of the difficulties which occur in any factory occur in the packaging department and are invariably due to faults in the design or the materials of packages. Very rarely do we have trouble in manufacturing departments. Generally speaking, it isn't much of a job to make a batch of goods; but very often it is heartbreaking to package it.

When I say that we production men are accustomed to trouble with our ancient as well as our modern packages, I want to point out that many of our old packages were created decades before packaging machinery was thought of. Many of these old packages were created before the days of mass production and

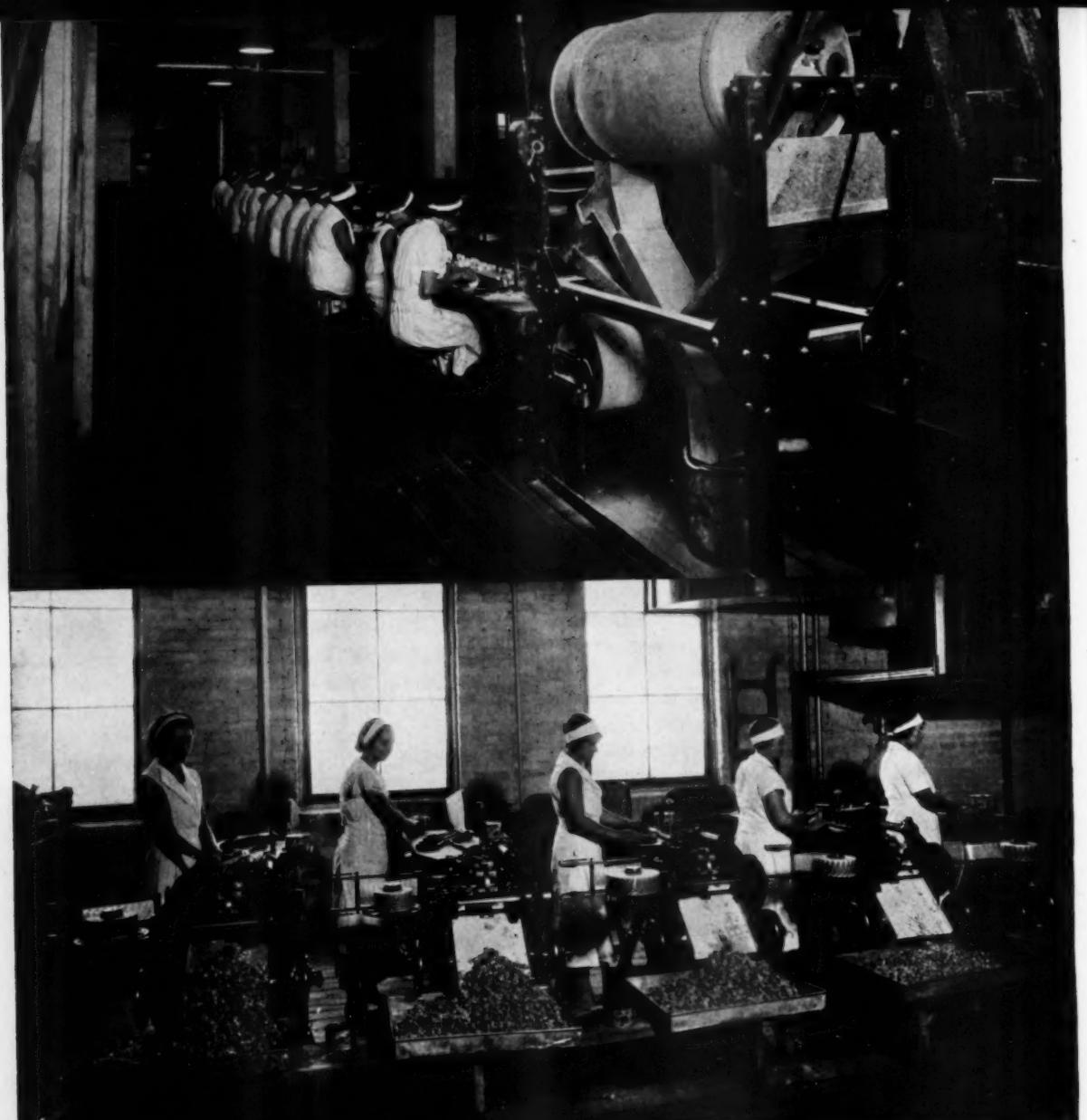
OUTLINING the dangers of adopting packages without considering the technical limitations of materials out of which they must be made, and equipment with which they must be produced.

cutthroat competition, when you could hire girls for five dollars a week and work them ten hours a day. Those days are gone forever. But we inherited the problem of trying to produce these ancient packages on a scale never dreamed of when the packages were created. When these packages could be changed to suit mass production methods, we changed them with no thought of their merchandising value. When they could not be changed, we built special machinery at great expense to handle them. I must confess that when packaging machinery was introduced, the job of designing packages was left to the production men, who, though they turned out good production packages, gave no thought whatever to appearance.

Then packaging went "arty." Most of us were glad that packaging was to be given more consideration. We thought the millennium was about to occur. But when we saw the new packages, how utterly disillusioned we were! We had packages we couldn't fill with existing standard equipment; we had packages we couldn't cap; we had others we couldn't label; many we could not carton and few that we could wrap. We realized then that a golden opportunity had been muffed. There was nothing left for us to do but yell, and fortunately the opportunity has not been lost.

Mistakes can be retrieved, and we can go on from here and continue a work whose economic benefits will be enjoyed long after merchandising considerations are forgotten. But we've got to get together; we've got to pull together, and it is not evident yet that merchandising men and designers fully understand our problems. Merchandising men, however, are slowly beginning to listen to us and the future prospect of our uniting in harmonious co-partnership is very promising. Occasionally, we find a merchandising man who is willing to listen to reason, who will make concessions that enable us to reduce cost.

Now, then, I wish to outline the steps by which a packaging program can be made to achieve the utmost



benefit from production as well as a merchandising standpoint.

Steps in Developing a Practicable Packaging Program

The first rule is that *no redesign program should be undertaken without consulting the production man* actively engaged in running the plant. Let him have dummies if possible, so that he can carefully check each and every packaging operation through which the package will have to pass. If he is doubtful about any point or if new equipment is to be bought, let him go over the matter carefully with equipment builders.

The second step in the cost and trouble reduction program is to *eliminate unnecessary packaging materials*.

The third is to *standardize shapes, sizes and types* of packages.

The fourth, *if necessary and desirable*, is to *eliminate* some of the *packaging operations*.

Finally, remember that the *ideal production shapes are the rectangle, the oblong, the cylindrical*, and in some industries, the cube. With these basic shapes as a guide, an infinite number of attractive, practical designs can be developed. Beware, always, of oval and spherical shapes and tapers.

I have often been accused of attempting to stifle packaging progress simply because it doesn't happen to fit in with installed production equipment. Nothing could be further from the truth, because so many plants are not adequately equipped; many are overequipped with junk; many plants are obsolete and worn out, and production men invariably welcome a practical change in package materials and design because it gives him an opportunity to modernize his plant.

All I am asking is that merchandising men consider the practical technical limitations of packaging equipment, whether it is installed at the time the change is made or whether it can be obtained on the open market. Occasionally a change may be worth while even though it may require the development of special equipment. In these cases all I am asking for is enough time to make sure that special equipment can be developed. As a rule, if the shape of the new proposed package conforms to the basic shapes I mentioned, special machines can be developed when standard equipment is not available.

PHOTOS on opposite page show wrapping and packaging operations in sections of the Monarch Candy Plant, La Porte, Ind., operated by Reid, Murdoch & Co. Top view shows inspection and packing marshmallows; center, toffee cutting and wrapping machines; below, packaging toffees in transparent bags and packing for shipment.

Consider Package Production Problems and Mechanical Equipment

In considering the packaging problems of production, it is necessary to classify production packages three ways:

1. Special machine packages
2. Standard semi-automatic packages
3. Standard automatic packages.

1. Special machine packages constitute a very interesting group. There are, of course, special production machines in every industry which have been devised to handle peculiar problems inherent in a particular design. For instance, some containers can be filled, sealed, and labeled with standard automatic equipment but the wrapping operation requires special or made-to-order equipment, which is not interchangeable and cannot be used for any other shape or size of package.

Special machines to which I have reference are peculiar to a given industry and cannot be adapted for use in any other industry.

2. The semi-automatic machine package is a hybrid which we may never be able to get rid of. It is that class of packages which can only partly be handled by machinery, and relatively slow speed machinery at that, the rest of the packaging operations being performed by hand. Box chocolates are good examples. Once these packages are filled, they can be wrapped and labeled by machinery either semi-automatically or fully automatically depending upon their contours.

Semi-automatic packaging machines are slower and as a rule capable of handling a wider range of shapes and sizes than automatic machines. The trouble with the semi-automatic package is that it is so often adopted for products which properly belong in the automatic package or volume class. Most of the ancient packages you still see on the shelves are in this class; many of the new designs are, too, because of a failure to consider production requirements when they were designed.

3. The automatic package is the mass production package which can be turned out at very high speeds on standard equipment without any manual handling of the packages whatsoever. As these packages are turned out at high speeds, the least fault in design is apt to retard production to an extent which makes cost prohibitive. Occasionally it is possible to use a semi-automatic or even a hand package for a low-cost, mass production product, but in order to do so you've got to reduce to the minimum the packaging operations.

New Package a Sales Stimulant

I am always wary of very radical changes, especially when those changes do not facilitate the use of convenience of the package.

The new package is undoubtedly a sales stimulant. It is more than that. It stimulates every phase of the organization, all members put their shoulders to the wheel because they are anxious to see it go over, and with a little foresight it can be a double-barreled production and merchandising success at the same time.

MARSHMALLOW . . .

Its Problems in Production

★ A DISCUSSION of important factors concerned with production of marshmallow in its various types; raw materials, processes, coloring, flavoring, proper storage conditions.

By TALBOT GLENDENING

MARSHMALLOW is an aerated product composed of water, suitable sugars, and a satisfactory colloid such as gelatine, albumen, or combinations of the two. In some cases gum arabic is employed, while in other cases small percentages of pectin have been used. Almost any colloid which distributes easily through water may be used in modification of the several types. In general, however, use is limited to gelatine and albumen, and of these by far the majority of marshmallow types depend upon the proper selection and use of gelatine.

When considering marshmallow production we find that sugars must first be dissolved in water and then cooked to a predetermined temperature in order that the necessary amount of water will be removed. When this point is reached, a solution of gelatine or albumen or both is added and the beating process started. In the beginning large bubbles of air are entangled, and as they begin to break down into smaller ones still more air is entangled. As the beating continues, the larger bubbles are all broken down into smaller ones and these are distributed throughout the batch. If we examine the result with a microscope, the majority of these bubbles will be found to be more or less uniform in size and distributed evenly.

If beating is continued, however, after maximum volume is obtained, the marshmallow batch will begin to fall. This is accounted for by the incorporation of more air than can be properly surrounded with gelatine-sugar-water films. The result is that individual films are so weakened they eventually break and the small air particles run together, reforming large ones which escape.

The difference between *whips* and *frappes*, when considered along with soft and hard marshmallow types, can be accounted for by the

colloidal materials employed and the percentage of water used. For example, the *semi-liquid type* must contain enough water so that it will flow over the top of the material on which it is to be used and still retain sufficient strength for proper coverage. In such types we find the largest percentage of water and the greatest need for albumen. Gelatine generally has too much bodying effect.

Marshmallow Types

In the *soft types* which must retain shape and yet not assume a rigid character, we find the use of gelatine to be universal. Regardless of whether the gelatine is bought by brand name or blended from two or more grades in the plant where it is to be used, it should be thoroughly dissolved in water before adding to the sugar batch. Gelatine is a colloidal material which at first absorbs and then later dissolves in water. If this solution is not made properly—that is, if all gelatine has not been dispersed through the water—it will neither beat well nor produce the required volume.

In general, the only difference between *soft marshmallow* and the *hard type* will depend upon the sugars selected and their percentages. In the case of *soft marshmallow drops*, it is desirable that they be free from grain and maintain a chewy character for as long a time as is possible. Such a character is destroyed by the formation of sugar crystals. If we examine a partially grained marshmallow, instead of finding the usual type of air bubble surrounded by the gelatine-sugar-water film, it will have lost shape and sugar crystals will have formed, puncturing the membrane and destroying its elastic character. As this crystallization progresses, more sugar is removed from the syrup-gelatine film until eventually we have a hard and brittle confection which will break as easily as sugar sponge.

In the so-called *hard or grained marshmal-*



Coated flavored marshmallows in an assortment of seven different numbers are a new line by the Angelus Campfire Company. Called "Sugar Plums," the colorful assortment includes Vanilla, Orange, Toasted, Raspberry, Coconut, Licorice and Assorted Flavors. They are packaged in printed cellulose bags in popular 10-cent sizes, and packed 24s in a corrugated display carton. "Sugar Plums" are featuring marshmallows in this form distinctly as a confection.



lows we have a somewhat different condition. It is apparently desirable to obtain an outer crust which will of itself be short, but, at the same time, have a chewy and elastic core. Since composition of such a product is uniform, it is a rather difficult problem to grain one portion and not the other, and it can always be reasoned when such a condition is found that the goods examined have been maintained under proper storage conditions. It is not meant, however, to convey the idea that hard marshmallow with a soft center cannot be made and preserved for reasonable periods of time but rather to show that this is an unstable condition. Do not blame the process, the product or the operator, therefore, in the event that some batches grain throughout more quickly than others.

Proper Storage Conditions Essential

After marshmallow has been made, whether it is whip, frappe, drops, or grained pieces, it must receive proper care or its physical condition will change rapidly. If extremely light whips are made and stored in a warm place, syrup will leak out and, being heavier, fall to the bottom of the container. This means that the temperature to which such products are to be subjected must be known beforehand, so that the proper amount of moisture can be driven off either before or during the beating process. This is much in the same manner as fondant is made, for it is customary to boil syrup higher

when it is intended for summer fondant than when it is intended for use during the winter months.

We learned previously that as marshmallow dried out, sugar crystals formed which caused a shortening of the soft types. This can be overcome by storing under proper conditions of temperature and humidity. Marshmallow, however, requires the highest humidity of any confection, the reason being that this product is spongy and no surface skin has formed which would prevent interior moisture loss. In almost all other confections the interior moisture is lost only by capillary action which brings it to the surface to replace that which has been absorbed by the surrounding air. Naturally, a dense product such as caramel will not give up its moisture as readily, for example, as fudge or fondant. Nor will these products dry out as quickly as marshmallow.

Realizing this fact, it has sometimes been customary to take larger grained marshmallow items and subject them to the action of high humidity before packaging, in order that an initial sweat will be induced, or to subject them to low pressure steam for a short period of time so that the outer surface will be dissolved and form a continuous film which, when dry, acts as a protective coating. This seals in the moisture insofar as the interior of the piece is concerned, and a product so treated will keep

in salable condition for a much longer period of time.

Almost any type of confection will lose moisture on dry days and pick up moisture on humid days, the rate of the change depending upon whether the piece is porous or dense. Since marshmallow is always porous, it is necessary that the air be saturated with enough moisture so that it will neither give up its moisture to the air, nor take moisture from it. Such a humidity is approximately 70 per cent relative; in fact, it is often so high that the containers in which the marshmallow is stored will become pliable. Nor is humidity to be considered alone, for it is so tied up with temperature that both factors are dependent upon each other. Even apparently dry air has a dewpoint, that is, if cooled sufficiently it will give out moisture, provided any moisture at all is present. This accounts for the fact that a cold object placed in a warm room will sweat on its surface.

Moisture is always present in air unless it has been dehumidified and its relative percentage is determined at some specific temperature which will not be correct for any other temperature. It is not enough, therefore, to say that 70 per cent relative humidity is proper unless specific temperature conditions are also recorded. Fortunately for many types of marshmallow goods, the fact that they have become hard and brittle does not mean that they may not be returned to their original state, at least with a fair measure of success. I know of one candy maker who has kept a particular piece of hard marshmallow in his desk for years. He uses it as a sort of barometer in determining conditions insofar as his marshmallow floor is concerned. I have seen this particular piece

of marshmallow so brittle that it could be snapped like glass, and a few days later I have seen it so pliable that it appeared to be made of rubber.

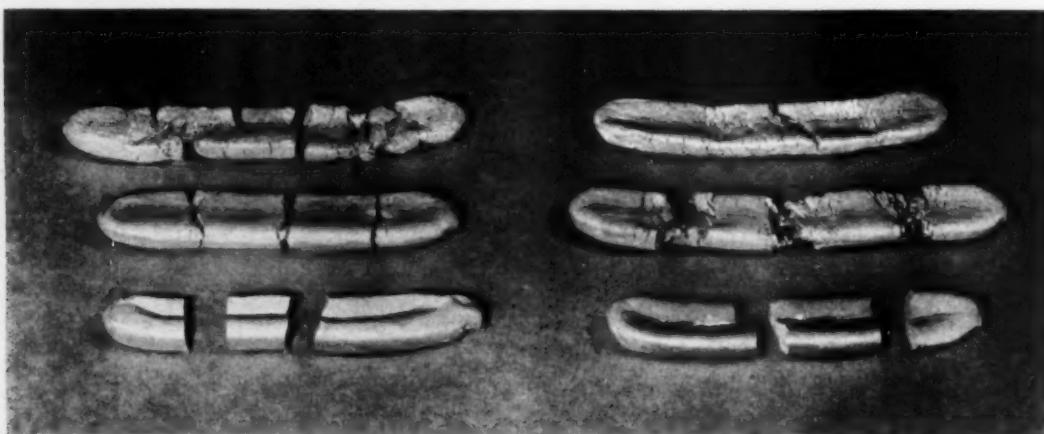
Hot vs. Cold Processes

There has been much discussion among manufacturers as to what type of process is best suited to the production of marshmallow items. There are those who insist that a hot process should be used throughout. They boil a water solution of corn syrup, sugar and invert sugar mixture, or a combination of either two of the ingredients, to a predetermined temperature and then add the gelatine solution and begin beating. This beating is continued until the proper weight per gallon is obtained, at which time color and flavor are incorporated. The batch is then run into depositors and cast into starch molds.

There are other manufacturers who use only a portion of their batch in the hot process and add to this hot syrup mixture the gelatine solution which has been previously mixed with any desirable quantity of cold sugar syrup. There is still a third class who use a cold process throughout, blending the corn and sugar syrups with a solution of gelatine, made by dissolving in hot water.

It can be said in passing that any of these three processes will make satisfactory goods if handled in the proper manner. The use of the hot process will oftentimes be advantageous if marshmallow centers are later to be coated with chocolate. The reason is that there will not be as much danger from bacteria action or fermentation, since the marshmallow is apparently

(Turn to page 64)



Bottom row, left—A marshmallow banana which has lost greater portion of its moisture. Manner in which it breaks shows its brittleness. Right—Banana as brittle as soda sponge. The contraction on its surface shows moisture lost. Center, left—This has been maintained under better storage conditions. It has shortened but still retains center softness as evidenced by the strings which appear at the point of breakage. Right—This has a grained surface, but an elastic core is still retained. Top, left—Marshmallow banana stored but 2 or 3 weeks. Surface shows graining, but center is very soft. Right—A marshmallow banana as removed from starch. A grained surface but so thin it does not break readily when stretched.

Introducing the Industry's New CANDY PACKAGING CLINIC

FIRST OF QUARTERLY CLINICS HELD APRIL 2, AT MERCHANTISE MART, CHICAGO

Board of Packaging and Merchandising Experts Constructively Analyzes Manufacturers' Packages

A New Service Inaugurated by
"The Manufacturing Confectioner"



A QUARTERLY Packaging Clinic exclusively for the confectionery industry, and first of its kind in candy history, is presented this month by The MANUFACTURING CONFECTIONER. Its object is to serve manufacturers in their progress toward modernized, effective packaging. It recognizes packaging—along with quality in the product—as a major factor in today's highly competitive merchandising. The Packaging Clinic is therefore a logical accompaniment to the Candy Clinic which has been featured in this publication for over a decade.

The Candy Packaging Clinic was inaugurated April 2 in the Merchandise Mart, Chicago, culminating plans started in September, 1933, and announced last January as a part of this year's program.

A group of packaging and merchandising experts were selected to compose a Candy Packaging Board to serve on the Packaging Clinic. The members, picked from the various fields concerned with the requirements of candy packaging, are exceptionally qualified with wide experience and personal ability to advise from the viewpoint of design, materials, production and sales appeal. The consensus of their opinions may well serve as dependable guides in the future development of effective packages to stimulate sales for the aggressive producers and merchandisers.

A wide variety of packages were submitted to the first Candy Packaging Clinic by confectionery manufacturers and package makers. Packages purchased on retail counters throughout the country were also included.

Analyses and constructive criticisms were made by the assembled Packaging Board. Summaries of the

AIDS TO CANDY PACKAGING PROGRESS—Members of the Candy Packaging Clinic Board analyzing some of the many confectionery packages submitted by candy manufacturers, package makers, and purchased on retail counters about the country. Standing in the center is Verne C. Field, of Box Paper Division, Dwight Brothers Paper Company, Chicago; continuing right, B. F. Young, Candy Retail Sales Manager, Sears, Roebuck & Company; Mrs. E. R. Allured, Publisher, The MANUFACTURING CONFECTIONER; Ernst A. Spushler, Designer, Burleigh Withers Company, Chicago; Theodore Lax, Midwestern Manager, Bennington Wax Paper Company and Ben-Mont Fancy Papers, Inc., Bennington, Vermont. Opposite Mr. Lax, Nevin L. Gage, Editor, The MANUFACTURING CONFECTIONER. Other members not present, George A. Eddington, Factory Manager, Archibald Candy Company, Chicago; W. E. Swanson, Vice-President, Automatic Canteen Company of America.

Clinic findings are published on the following pages. Photographic exhibits are shown of packages that were selected as particularly outstanding in this Quarter's Clinic.

In accordance with the plan previously announced, the future Candy Packaging Clinics will be featured in our July, October, and January issues. Manufacturers and suppliers are invited to submit packages introduced during each three months' period, or new packages contemplated, or if the Clinic's opinion on older packages is desired, they may be sent, too. Clinic sessions will be held approximately the 15th of the month preceding publication.

Each package is given a code number, with no reference in the listings to firm name or trade mark. All identifications are in strict confidence, excepting in the cases of packages awarded recognition for outstanding merit, which will be shown in photos and the manufacturer announced.

Packages for the July Clinic should be sent to The MANUFACTURING CONFECTIONER, Merchandise Mart, Chicago, any time before June 15.

SUMMARIES OF THE QUARTERLY

CANDY PACKAGING CLINIC

CONDUCTED BY CANDY PACKAGING BOARD OF THE MANUFACTURING CONFECTIONER

Code Pk 4A 35

Box Chocolates—1 lb.—60c

Description of Package—

Style: Lithographed set-up box, two layers, extension edge top and bottom.

Size and Shape: Rectangular, $8\frac{1}{8}$ " x $5\frac{1}{8}$ " x 2".

Materials: Light buff cover paper, white bottom; box cellulose wrapped, two end seals.

Design: Colonial garden scene; squares at each corner, similar strip around sides in attempt to modernize. Garden design was in vogue years ago. If "old fashioned effect" is desired, appeal might be increased by using colonial design around sides. Obsolete as a modern box.

Colors: Buff, pink, blue, gold.

Typography: Name in blue script, legible.

Originality: None apparent.

Appearance of Box on Opening: Fair glassine cups used; dark chocolates bloomed.

Sales Appeal: More individuality and fresh design would enhance appeal.

Display Value: Color contrasts good.

Packaging Application: Cellulose wrap adds protection and appearance.

Remarks: This package is old fashioned and subject is ineffectively conveyed. Suggest reconstructing entire package.

Code Pk 4B 35

Box Chocolates—1 lb.—\$1

Description of Package—

Style: Hinged-cover open display set-up box, one layer with two trays.

Size and Shape: Square, 11" x 11" x 1".

Materials: Silver printed box paper; removable trays of boxboard, cellulose wrapped; seasonal decorated cut-out card fits inside of cover over part of standard design.

Design: Black silhouette in upper left corner on outside cover, trade mark in lower right. Major design inside of cover, featuring seasonal insert in French blue with white lettering, parts of standard design showing through curved cut-outs. Outside design could be in better proportion to blank space. Inside nicely executed, outstanding.

Typography: Modern script and block letters.

Originality: Outstanding.

Appearance on Opening: Good; as-

THE following packages are representative of the wide variety of confectionery packages submitted to the first Candy Packaging Clinic held April 2, 1935. Owing to limited space some of the packages analyzed are omitted in the summaries below. These will be reviewed in future issues.

sortment good; brown glassine cups. White card lists pieces.

Sales Appeal: Good; open box shows variety and freshness of goods.

Display Value: Good, colorful, cover stands up.

Appropriateness: Good for standard; fair for the season.

Packaging Application: Seasonal insert is extraordinary for standard package.

Remarks: General effect very pleasing. Average person will take trays out of box. Suggest color in these and better quality stock. A little more spent on pyroxlin cover paper should pay.

Code Pk 4C 35

Valentine Box Chocolates—
1 lb.—75c

Description of Package—

Style: Stock red box, heart shape, one layer.

Design: Valentine greeting lettering. Two labels, no design.

Sales Appeal: Red cellulose over-all wrap covers up defects and demonstrates how lower-priced boxes can be dressed up with generally pleasing effect.

Remarks: Box did not hold up. Single label would be better than two.

Code Pk 4D 35

Basket Chocolates—1 lb.—\$1

Description of Package—

Style: Reed oval-shaped basket, one layer; a re-use container.

Size: 8" x 11" x 1".

Colors: Natural finish; amber cellulose wrap, with printed cellulose band in Easter colors.

Appearance on Opening: Good.

Sales Appeal: Visibility good; rich in appearance; has appeal as sentiment gift. Re-use appeal limited.

Display Value: Attractive. Band is striking.

Appropriateness: Seasonal good, standard fair.

Convenience: Disadvantage in no means to cover after opening.

Re-Use Value: Limited.

Remarks: From sales standpoint this type of package has disadvantage in candies being exposed to the elements after package is opened. Must be consumed at one time. High priced at \$1.00. Nicely done but possibilities limited.

Code Pk 4E 35

Box Chocolates—15 oz. or over—\$1

Description of Package—

White glazed set-up box, embossed in skyogen pattern, beveled edge lid with extension edge bottom. One layer; cellulose wrapped.

Size and Shape: Rectangular, $10\frac{1}{2}$ " x $6\frac{3}{4}$ " x $1\frac{1}{4}$ ".

Design: Modern treatment, girl cooking candy. Well designed, with lots of snap and individuality. More in popular price range than \$1 class, however.

Colors: White, dark blue, cerise, buff. Good judgment in harmonizing colors. Simplicity and contrast.

Typography: Large script lettering good.

Originality: Excellent.

Appearance on Opening: Fair.

Box Findings: A glassine or foil liner would be advisable, also divider to avoid broken pieces.

Sales Appeal: Good. Fresh and clean looking.

Display Value: Outstanding, draws attention.

Appropriateness: Distinctly a candy box.

Remarks: A good box in design and color, modern. Beveled lid adds size appearance. Suggest reconsidering price and contents.

Code Pk 4F 35

Box Peanut Brittle— $\frac{1}{2}$ lb.—10c

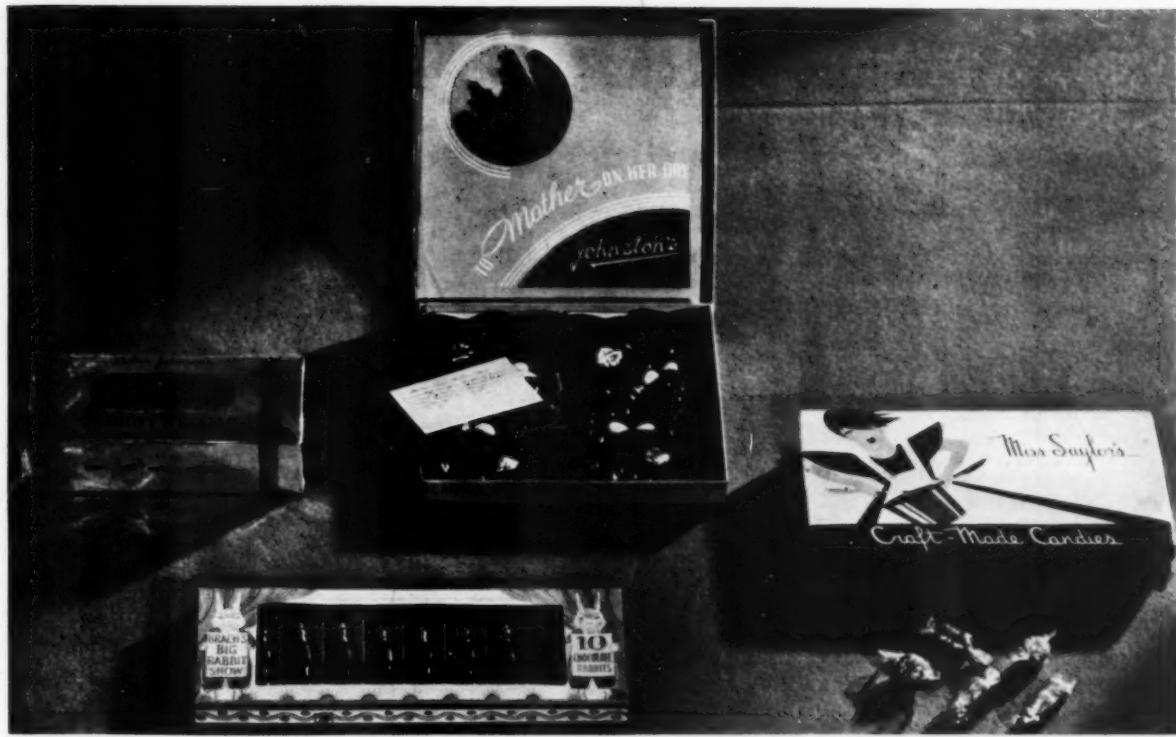
Description and Comments: Foil covered folding box, sealed.

Size and Shape: Rectangular, 1 lb. size, 8" x $4\frac{1}{2}$ ".

Design: Oval red printed center with cut-out lettering, foil showing through. Rules at ends. "Kept fresh by foil wrapper" printed on sides. General effect outstanding.

Colors: Red, blue, foil. Cost could be reduced by using one color instead of two without detriment.

Typography: Design harmony could



OUTSTANDING PACKAGES SELECTED BY CANDY PACKAGING CLINIC

ABOVE—Packages selected as outstanding in the box and individual wrap groups. Top row, left, foil covered "Luxuries" Peanut Brittle folding box printed in red and blue. Walter H. Johnson Candy Co., Chicago. Center, assorted chocolates in hinged-cover silver printed box, Mother's day insert in blue. Robert A. Johnston, Milwaukee, Wis. Right, "Craft-Made Candies" white glazed set-up box in four colors. Miss Saylor's Chocolates, Alameda, Cal. Bottom, Easter box with cellulose window, sliding tray, two colors. E. J. Brach & Sons. Cellulose wrapped hard candies. Peerless Confection Co., Chicago.



BELOW—Jelly display line of six assortments, in printed folding boxes with cellulose window. Separate color for each item. Fred W. Amend Co., Danville, Ill. Tango display folding carton, in silver and blue, with foil wrapped bars. Bunte Brothers, Chicago.



ABOVE—Mounds choc. coated bar, two pieces in printed cellulose wrapped boat. Peter Paul, Inc., Naugatuck, Conn. DinnAmint roll in paper tube, minis, in red foil. Container Candy Corp., New York. "Berkley Square" choc. nut brittle bar in silver printed cellulose, brown glassine underwrap. Rittenhouse, Philadelphia, Pa. "Bitter Sweet" chocolate bar, printed cellulose, purple and yellow. Rockwood & Co., Brooklyn, N. Y.

be increased by use of two style of letters instead of five.

Appearance on Opening: Condition of candy good, excepting pieces broken, due to oversized box.

Sales Appeal: Outstanding in this price range.

Display Value: Excellent, visible at distance.

Packaging Application—

Suitability for Product: Ideal moisture and heat protection to preserve freshness.

Remarks: This manufacturer was willing to spend some money for a box that will sell and deliver his candy in good condition. Trifle smaller box and separate padding would overcome broken pieces.

Code Pk 4G 35

Box Chocolate Marshmallow Rabbits—10c for 10c

Description and Comments: Knock-down lithographed folding box with dividers. Slides in cover. Open faced cellulose covered window.

Size and Shape: Rectangular, $11\frac{3}{4}$ " x $5\frac{1}{4}$ " x $\frac{3}{4}$ ".

Design: Easter design around window and on sides; good.

Colors: Lavender and green on cover, with dark purple and green on tray. Good effect obtained with only two colors on each section.

Sales Appeal: Good for syndicate and department store trade.

Display Value: Outstanding in showing candies attractively packed.

Remarks: Divided box with separate compartments for each rabbit appeals to the merchandiser, as it will ship well. Contents in good condition. An outstanding package at this price.

Code Pk 4H 35

Chocolate Coconut Bar—3 oz.—5c

Description and Comment: Two pieces in brown tinted cellulose wrapped boat.

Size and Shape: Long, $6\frac{1}{8}$ " x $1\frac{5}{8}$ " x $\frac{3}{4}$ ".

Design: Silver printed band length of wrap on top, with plain lettering in dark blue. Similar small bands on sides at bottom. Well designed, in good balance and fine taste.

Originality: Has distinction. **Sales Appeal:** Brown tinted cellulose adds to sales appeal, also protection.

Display Value: Good, visible at distance, and stands out from competitors.

Remarks: An outstanding wrap. The silver band and strong lettering exploits the name to very good advantage.

Code Pk 4I 35

Chocolate Nut Brittle Bar— $\frac{1}{4}$ oz. or over—5c

Description and Comment: Printed cellulose with brown glassine under wrap.

Size and Shape: Thin rectangular, $4\frac{1}{2}$ " x $2\frac{5}{8}$ " x $\frac{3}{8}$ ".

Design: Silver printed background, with black rules and border. Old English lettering, and coat of arms in black. Lettering on sides in silver on black band. Designed in good taste. Kind of candy is not given, however.

Originality: Outstanding.

Sales Appeal: Particularly suited to high-class trade. Its extreme refinement puts it out of the "mine run" class.

Remarks: A good example of what can be done with two colors.

Code Pk 4J 35

Mint Roll— $\frac{3}{4}$ oz.—5c

Description of Package: Paper tube container. Mints inside wrapped in red foil with silver diamond design.

Design: Modernistic angular design in red and white on tube paper wrap; black cap. Color and design very attractive of a one-color job.

Originality: Striking; has foreign, imported appearance.

Appearance on Opening: Printed foil around mints adds class and protection. Mints in good condition.

Sales Appeal: Has striking mass display possibilities. Should appeal to the moderns.

Remarks: Visibility of name and identification could be increased by making the lettering more legible. This should materially effect sales.

Code Pk 4K 35

Nut Roll Bar, Double— $2\frac{1}{2}$ oz.—5c

Description of Package: Transparent glassine with foil under wrap on top of pieces, packed in boat.

Size and Shape: Long, $5\frac{3}{4}$ " x $1\frac{1}{2}$ " x $\frac{3}{4}$ ".

Design: Salmon printed background in transparent ink on top, with name showing through in silver foil. Yellow opaque band on sides. Design attractive.

Colors: Harmonize in pleasing effect. **Sales Appeal:** A popular type bar, very visible in display.

Remarks: An attractive package, using brilliant materials with good eye appeal. Name, however, is confusing.

Code Pk. 4L 35

Chocolate Bar— $1\frac{1}{4}$ oz.—5c

Description of Package: Printed transparent cellulose wrap.

Size and Shape: $5\frac{1}{2}$ " x $2\frac{1}{4}$ " x $\frac{3}{4}$ ".

Design: Printed purple opaque bands $\frac{1}{2}$ " wide on both sides with yellow lettering. Name of item in bold script letters across the top with trade mark in center.

Comment: Style of lettering simple and distinct—very legible.

Colors: Two colors used in strong contrast. Well chosen for chocolate item.

Originality: Distinctive.

Sales Appeal: Excellent, stands out in display.

Remarks: Transparent cellulose offers

the buyer good visibility of the product. Name of manufacturer molded in bar is possibly a little confusing under the lettering of the wrap, but does have its advantage in retaining the manufacturer's name after the package is unwrapped. An outstanding wrapper.

Coke Pk. 4M 35

Individually Wrapped Hard Candies— $\frac{1}{2}$ lb.—10c

Description of Wrap: Twisted plain transparent cellulose, offering complete protection, full visibility of colors in the candies.

Sales Appeal: Outstanding. Makes possible year-round sale of hard goods, and overcomes any health department objections to open display candy.

Packaging Application: Machine wrapped, very suitable for product, new development.

Remarks: This packaging idea is going to increase business for hard candies and other pieces to which it can be adapted.

Code Pk. 4N 35

Package Licorice Candy—2 oz. or over—5c

Description of Package: Transparent cellulose wrapped around six pieces $5\frac{1}{4}$ " long and $1\frac{1}{8}$ " in diameter, ends of wrap twisted.

Design: Simple and attractive, printed in white. Stands out well against dark contents.

Remarks: Cellulose adds attractive sheen to product and has an appeal of cleanliness.

Code Pk. 4O 35

Chocolate Bar—Double— $1\frac{1}{2}$ oz.—5c

Description of Package: Printed transparent glassine with foil underlay.

Size and Shape: $2\frac{3}{4}$ " x 2 " x 1 " containing two pieces.

Design and Colors: Strong legible type, rather sober appearance despite brilliant yellow glassine-covered foil background.

Sales Appeal: Wrapper, itself, very striking and draws attention, but to do the merchandise justice the design should have a more refined character.

Remarks: This wrap contains outstanding candy value, and its design should be treated accordingly.

Code Pk. 4P 35

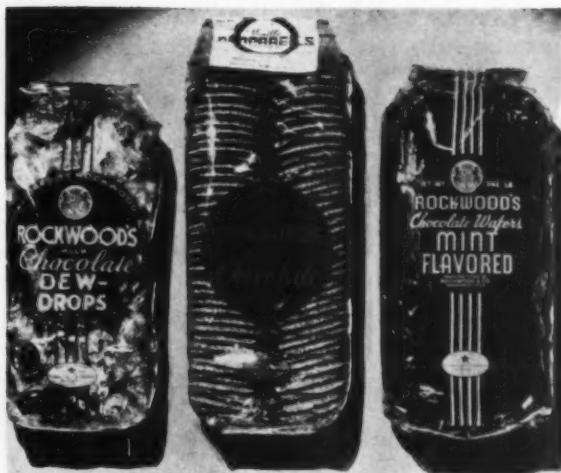
Line of Easter Eggs—2 for 5c— and 5c

Description of Wraps: Printed foil wrappers, eleven items, two printed glassine wrappers.

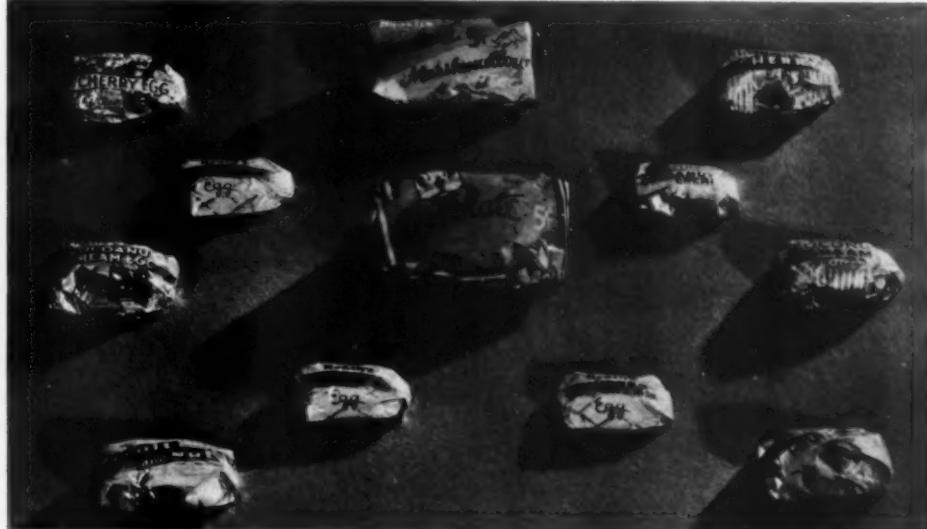
Designs: A variance of color combinations throughout this family of Easter eggs makes this an outstanding group of unusual merchandise. The designs are excellent, using



Warwick Jelly Eggs in carton with cellulose window permitting view of eggs as if in their nest, while the reverse side of the package carries forward the motif by its picture of the birdlings newly hatched in the same nest. Modern design in spring colors.



One-pound chocolate assortments in line of six numbers, with family resemblance, printed cellulose bags. Rockwood & Co., Brooklyn, N.Y.



Line of colorfully wrapped Easter eggs in striking modern design. Small sizes in printed foil, with family resemblance in treatment. Large sizes in printed glassine. Three and four colors used throughout, with name of flavor of chocolate covered egg prominently indicated. E. J. Brach & Sons, Chicago, Ill.



Window display cutouts, at left, lithographed in full colors, used to merchandise complete line of Easter candies and box chocolates by Bunte Brothers. A jolly mood is reflected in the Easter rabbits in keeping with the spirit of modern times. Chocolate brown, blue, purple, red and green are freely used in bright combinations

Manufacturers and package makers are invited to submit packages to the Quarterly Candy Packaging Clinics which will be featured in our July, October, and January issues. Sessions of the Clinic Board will be held approximately the 15th of the month preceding publication. New packages introduced during each three-months period and new packages contemplated are especially welcome. Confidential criticism of the latter will be made, and of course these will not be entered in the competitions for honorable mention until after they have been introduced on the market. If desired, older packages may also be submitted

three and four colors used to the best advantage possible.

Sales Appeal: Should sell very well, and the manufacturer should reap the benefit in sales for such well planned and executed merchandise.

Appearance on Opening: Condition of candies is excellent, due to good production afforded by the materials used.

Code Pk. 4Q 35

Bags Chocolate Assortment—1 lb.

Description of Packages: Printed transparent cellulose bags with printed flag closures stapled. Six different items.

Designs: Here is a line of merchandise that is very ably planned and executed. Two colors used on each package employing a simple round panel in opaque ink as background for lettering with simple decorative line treatment to dress up package.

Sales Appeal: This group has all the ear-marks of high-class merchandise. Excellent eye appeal and display value.

Remarks: Good example of bulk packaging. Adaptable for most any type of sales outlet.

Code Pk. 4R 35

Package Jelly Assortment— 6-7 oz.—10c

Description of Packages: Printed box with cellulose window. Six items in line, three of each with wire display stands.

Size of Package: 5½" x 2" x 1¼".

Design: Different color for each item gives the display a colorful effect that is excellent. Visibility of merchandise and name of the product good.

Sales Appeal: Well worked out merchandise display for impulse buying.

Code Pk 4S 35

Chocolate Covered Bar—2½oz.— 5c With Display Container

Description of Package: Foil wrapped, oval shaped, printed in blue.

Size of Package: 3½" x 2½" x 1¼".

Design: Blue lettering stands out strong on foil wrap. Display basket printed in silver and blue. Reproductions of bar around the display inside of basket gives appearance of basket always being full—a display advantage.

Originality: Container patented, very distinctive.

Sales Appeal: Display value of container outstanding. Foil wrap striking. Freshness well preserved.

Remarks: The manufacturer reports 60 per cent sales increase by use of container. Visibility could be increased somewhat by use of darker blue in lettering.

A. R. C. Convention Plans

The Nineteenth Annual Convention of the Associated Retail Confectioners of the United States will take place at the Palmer House, Chicago, on June 3rd, 4th and 5th, 1935.

One of the main features of the Nineteenth Annual Convention will be a discussion of plans to set up a code for manufacturing confectioners to be maintained from within their own organization.

At the convention members are going to be asked to decide what sort of a code of practices they are prepared to establish and maintain in regard to all those parts of their business that the NRA code (not adopted) was supposed to govern. They are going to determine what higher standards they are prepared to support with respect to the treatment of their goods, their customers and their employes—as well as their competitors.

At the convention, therefore, they will decide those things that the "home office" can do in regard to the following:

- A. The best and latest in advertising ideas collected from all other available sources—and *selling plans, too.*
- B. The best and latest in practical plans in realm of buying, accounting, insurance and other internal parts of their business.
- C. Actual laboratory service to help improve "mixes," secure better ingredients, escape loss, maintain freshness, etc., etc.

E. J. Brach & Sons Add to Plant

E. J. Brach & Sons, Chicago, have made public plans for a quarter of a million dollar addition to their candy plant.

The Brach factory enlargement is the third major expansion move by the company since the consolidation of their four candy factories ten years ago into a single unit with seven acres of concrete floor space at 4656 West Kinzie street, according to Frank V. Brach, vice president.

To facilitate the prompt handling of both truck and railway shipments of candy with a minimum amount of rough handling, a modern, air conditioned shipping and storage wing, 400 by 160, with foundations capable of carrying three more stories, is being erected from plans by Alfred S. Alschuler. Henry Eriksson, general contractor, states that it will be completed by August.

"The steadily increasing volume of our business," said Brach, "together with the urgent need of speeding up the loading of the increased number of trucks that come to pick up our candies from practically every state, make this new wing an urgent necessity."

"Our new shipping room will be air conditioned and kept under controlled temperature winter and summer, and our modern conveyor system will enable us to load eight trucks and several freight cars simultaneously, thus greatly improving our delivery service, especially in the peak seasons."

"Despite the present low price range for candy, our business has grown right through the depression. Thirty years ago my father, my brother, and I started with a small, one story candy shop at North avenue and Towne street."

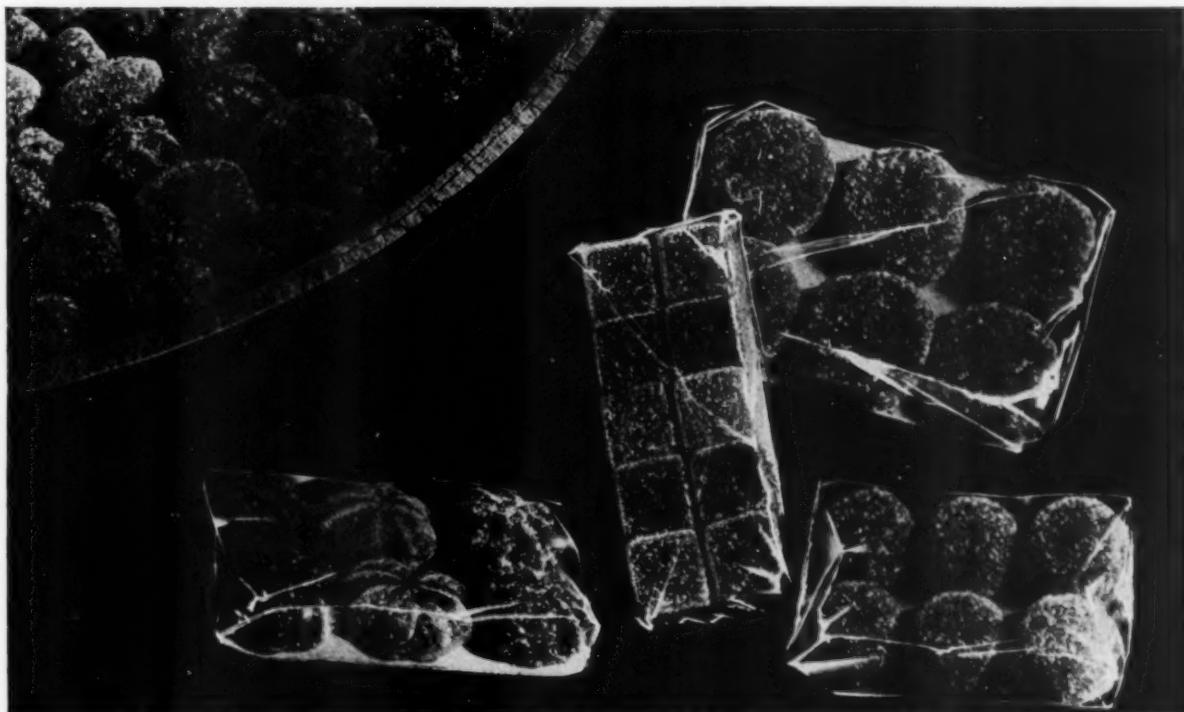
Robert Gair Company, Inc.

Robert Gair Company, Inc., announced the purchase of the plant and equipment of the Androscoggin Pulp Company, South Windham, Maine. The Androscoggin mill is a modern paperboard and ground wood pulp plant.

February Sales Reach New High

SALES of confectionery and competitive chocolate products recorded an increase in February, 1935, over January which was considerably larger than the seasonal change between January and February during any of the past five years. Sales by 317 manufacturers reporting to the Foodstuffs Division of the Bureau of Foreign and Domestic Commerce totaled \$18,099,000 during February as compared with \$16,655,000 in February, 1934, and \$16,682,000 in January, 1935.

Build Income Two Ways with Bulk or 5c Packs



**Send Coupon for Free Samples and Formulas—Demonstrating
New Sales Opportunities in Exchange Citrus Pectin Candies**

First, you can sell Exchange Citrus Pectin candies where you have never sold before. Second, this new jellifying ingredient lowers your costs on quality

goods. So it builds your income two ways.

You are invited to send for free samples and formulas to prove these points to your own satisfaction—also the following advantages:

Exchange Citrus Pectin pieces have superior color, flavor and tenderness. And they retain these characteristics; they stay fresher—longer.

Mail the coupon today.



**CITRUS PECTIN for
CONFECTIONERS**

CALIFORNIA FRUIT GROWERS EXCHANGE
Products Dept., Sec. 204, Ontario, Calif.

Please send samples and formulas of Exchange Citrus Pectin pieces suitable for bulk and 5-cent packs.

Name

Firm Name

Street

City..... State.....

Requirement Problems of Packing and Shipping Containers

★ By J. D. MALCOMSON

Container Division, Robert Gair Co., Inc.

Abstract of Address at 5th Packaging Exposition and Exposition

THE two outstanding features in today's transportation scene are (1) the sensational stepping up of train speeds, and (2) the enormous tonnage of goods moving over the highways in trucks.

In spite of our familiarity with these movements, it might prove valuable at this time to explore further their effect on present and future shipping containers. From this standpoint, these two developments present two similar but contrasting questions, namely, "Do higher speeds require stronger boxes?" and "Can truck deliveries be made in weaker boxes?" In the answers to these questions is wrapped up-a good part of the future development of container design.

The present distribution tempo requires that goods must be manufactured in comparatively small quantities and must be made and delivered in intervals of time so short as to have been considered impossible a few years ago.

To meet these conditions, the railroads, in a quiet way, have worked marvels in undertaking to make carload and even less-than-carload deliveries on schedules often approximating passenger train schedules, and the stream-line trains will inevitably force still higher speeds in freight as well as passenger movement. One manufacturer, for instance, states that he used to consider ten days reasonable service from San Francisco to Chicago, whereas now he is disappointed if the goods do not arrive in five or six days.

All of these are wonderful developments from the standpoint of service but what of the other side of the picture? Higher speeds for freight movements can only mean harder wear and tear on the goods carried. Starting, stopping and switching impacts will be more severe, as will vibration and shifting of packages while in transit.

Truck Transportation

The enormous growth of LCL movements in highway trucks is too well known to warrant amplification at this time. There is, however, a controversial question as to the specifications for boxes used in this service. Accurate data regarding damage to containers or contents are not so readily available here as is the case in railroad statistics. I think we are all agreed,

however, that there exists a serious confusion regarding what makes a good container for this service. In a way, this is natural in a young industry that has grown so quickly. The railroads, over a long period of time, have gradually arrived at a set of specifications which, in general, is remarkably acceptable to everyone concerned and which pretty well describes a safe, and at the same time, an economical container for a given commodity.

As regards truck specifications, however, considerable confusion still exists. Many shippers and many truck operators honestly feel that truck shipments can be made in boxes considerably below the requirements of Rule 41 and that Freight Classification containers would impose an unnecessary cost handicap on this industry. They base their arguments on the claim that truck shipments receive personal attention, and fewer transfers, usually traveling from origin to destination in the same truck. Others, however, are equally convinced that the constant vibration of the highways, the many starts and stops and the irresponsibility of some truck operators call for a better box even than is required for the smoother movements of railroad traffic.

The answer is somewhere between these two opinions and depends a good deal on the type of truck service being used. The large responsible truck operators and company-owned systems no doubt give real attention to their freight, while some of the smaller operators, under the stress of severe competition, feel little or no responsibility. Both, however, must face the question of road vibration and frequent starts and stops.

It is significant that a large manufacturer in greater New York makes all his test shipments by leaving his newly developed packages in one of his trucks for several days traveling about the city streets. He claims to get more positive results than by long distance freight test shipments, or laboratory tests.

Reports have been current for some time that definite interstate regulations are in the making for the supervision of truck shipments. It is also understood that these will include some form of specifications for describing boxes and packing requirements. Some such unified specifications should certainly prove of value in clarifying today's unsettled conditions.

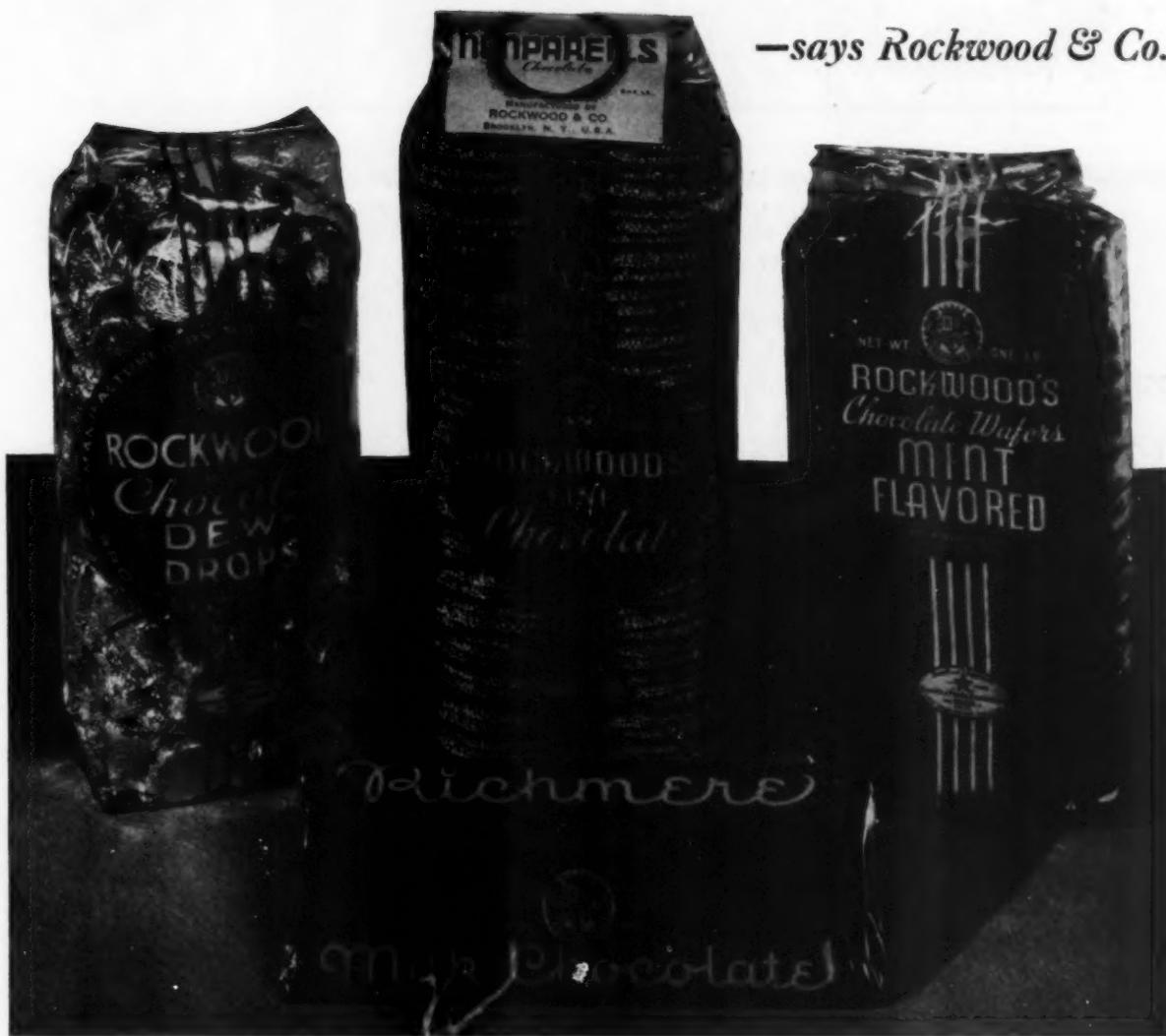
What Is the Answer?

We must recognize the need for a new knowledge regarding shipping containers and a new technique in studying damage and in constructing boxes that will

(Continued on page 68)

"EYE-APPEAL PLUS 'CELLOPHANE' ADVERTISING HAS INCREASED OUR SALES"

—says Rockwood & Co.



M R. SAMUEL OPLER, vice president of Rockwood & Company of Brooklyn, makes this statement:

"You can see for yourself that these Cellophane wrapped items are most attractive, have exceptional eye-appeal.

"And yet this eye-appeal is only one of the reasons why we

are enjoying a growing volume in our line.

"The other reason is the fine selling job your Cellophane advertising has done in convincing the public that Cellophane wrapped items reach them properly protected against contamination of any sort."

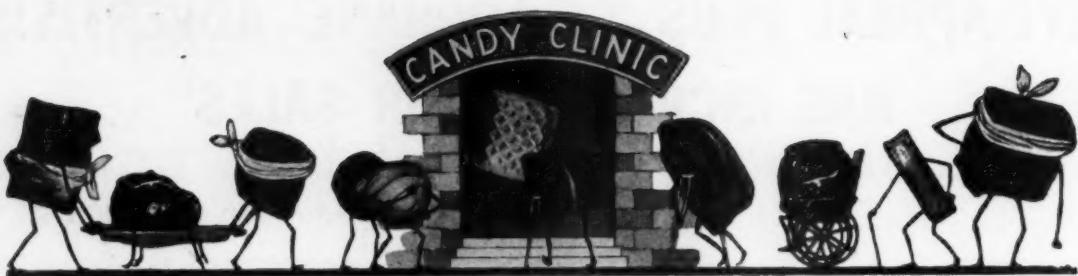
IDEAS FOR NEW ATTRACTIVE WRAPS

Our Field Representative will be glad to help any candy maker work out sales-stimulating wraps. Just write to: DuPont Cellophane Co., Inc., 350 Fifth Ave., New York City.

Cellophane

TRADE MARK
"Cellophane" is the registered trade-mark
of the Du Pont Cellophane Co., Inc.





The Candy Clinic is conducted by one of the most experienced superintendents in the candy industry. Some samples represent a bona-fide purchase in the retail market. Other samples have been submitted by manufacturers desiring this impartial criticism of their candies, thus availing themselves of this valuable service to our subscribers. Any one of these samples may be yours. This series of frank criticisms on well-known, branded candies, together with the practical "prescriptions" of our clinical expert, are exclusive features of the M. C.

THIS MONTH WE ANALYZE

Easter Candies and Molded Goods

Code 4A 35

Chocolate Cream Egg—About 1 1/4 oz.—5c

(Purchased at a candy stand, San Francisco, Calif.)

Appearance of Egg: Good. Foil wrapper.

Size of Egg: Small for 5c'seller.

Coating: Light.

Color: Good.

Gloss: Good.

Taste: Good.

Center: Maple cream.

Texture: Good.

Flavor: Good.

Remarks: This is a good eating cream egg, but a trifle small in size.

Code 4B 35

Chocolate Cream Egg—2 oz.—5c

(Purchased in a grocery store, San Francisco, Calif.)

Appearance of Egg: Good. Printed foil wrapper.

Size of Egg: Good.

Coating: Light.

Color: Good.

Gloss: Fair.

Taste: Fair.

Center: Vanilla cream.

Texture: Good.

Flavor: Good.

Remarks: This is a good size and good eating egg for 5c.

Code 4C 35

Chocolate Girl and Boy—Two pieces—35c

(Purchased in candy store, San Francisco, Calif.)

Appearance of Pieces: Both broken in small pieces. Wrapped in wax paper.

Chocolate Coating: Dark.

Color: Good.

Gloss: Good.

Moulding: Good.

Taste: Good.

Size of Pieces: Good.

Remarks: The quality of the chocolate is good. Suggest that each piece be packed in a folding box. Any kind of hollow moulded pieces will not ship well unless they are well wrapped and packed in some kind of a box.

Code 4D 35

Chocolate Bars—About 1 oz.—1c

(Purchased at chain store, Chicago, Ill.)

Appearance of Bars: Good.

Size: Good. Top of bar had a train and auto impression on them.

Chocolate: Dark.

Gloss: Good.

Moulding: Good.

Taste: Good.

Center: Chocolate cream.

Texture: Good.

Taste: Good.

Remarks: Bars are good looking and good eating for a 1c piece.

Code 4E 35

Moulded Rabbit—2 1/2 oz.—5c

(Purchased in a chain store, New York City.)

Appearance of Piece: Good.

Size: Good. Transparent cellulose wrapper with Easter seal.

Chocolate: Light.

Color: Good.

Gloss: Good.

Texture: Good.

Taste: Good.

Remarks: This is a good looking hollow rabbit and of good size for a 5c seller.

Code 4F 35

Rabbit Nest—27c

(Purchased in a retail candy store, Boston, Mass.)

Appearance of Package: Good.

Box: Telescope. Easter scenes, colors white, green, yellow and purple.

Appearance of Box on Opening: Good.

Contents: 3 large light chocolate rabbits, 2 chicks, 4 1/2 marshmallow eggs, foil wrappers, 1 bag jelly beans, 1 cotton chick.

Chocolate Rabbits: Light chocolate.

Color: Good.

Gloss: Fair.

Moulding: Good.

Taste: Fair.

Marshmallow Eggs: Good.

Chocolate Cream Chicks: Good.

Jelly Beans: Good.

Assortment: Good.

Remarks: This is a good looking Easter novelty package and cheaply priced at 27c. Package is of good size and well packed. Very little profit can be made by the manufacturer on a package of this kind at 27c retail.

Code 4G 35

Jelly Rabbits—10 oz.—10c

(Purchased at chain store, Chicago, Ill.)

Appearance of Rabbits: Good. Sold in bulk.

Colors: Good.

Moulding: Good.

Flavors: Good.

Texture: Good. Sugared.

Remarks: Well made and good looking jelly rabbits.



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Code 4H 35

Humming Bird Eggs—1/2 lb.—10c
(Purchased at chain store, Chicago, Ill.)

Appearance of Eggs: Good. Sold in bulk.

Colors: Good.

Panning: Good.

Size: Good.

Flavors: Good.

Finish: Good.

Remarks: Very fine looking bird eggs, well made and good assortment of colors.

Code 4I 35

Pan Turkey Eggs—1/2 lb.—10c
(Purchased at chain store, Chicago, Ill.)

Appearance of Eggs: Good. Sold in bulk.

Jacket: Good.

Panning: Good.

Colors: Good.

Flavors: Fair.

Center: Marshmallow: Good.

Remarks: Good eating pan eggs, but flavor could be improved.

Code 4J 35

Chocolate Bunny—About 4 oz.—25c
(Purchased in a candy chain store, New York City.)

Appearance of Bunny: Good. Yellow ribbon bow on neck. Packed in white box with flange printed with Easter scene.

Size: Small looking for a 25c bunny.

Chocolate: Dark.

Color: Good.

Gloss: Good.

Moulding: Good.

Taste: Good.

Remarks: This rabbit is made of a good eating chocolate, but is a trifle high priced at 25c. Suggest a transparent wrapper be used as piece was scratched and finger marked.

Code 4K 35

Marshmallow Eggs—1c each
(Purchased in a chain store, New York City.)

Sold in bulk.

Colors: Bad, entirely too bright.

Size: Small for a 1c seller.

Flavors: Could not be tasted.

Texture: Tough.

Remarks: These eggs are of the cheapest quality, very cheap looking and poor eating. Have examined better quality eggs of this type at one half the price.

Code 4L 35

Crystallized Cream Eggs—About 2 oz.—5c
(Purchased in a candy store, New York City.)

Appearance of Egg: Good.

Size: Good.

Color: Good.

Crystal: Good.

Texture: Too hard.

Flavor: Lemon: Good.

DUE to limited space, it is possible to include only a cross section of the goods available under the different types and classifications of candies brought to the Candy Clinic each month for examination. Partiality and discrimination play absolutely no part in our selections. Lesser known merchandise is sometimes given preference over merchandise that has already established itself favorably in the eyes of the consumer, and to that extent only can we be considered discriminatory.

Bearing this fact in mind it is evident that the market holds many excellent confections which never reach the Candy Clinic for examination. Such being the case, any opinion we might express in these columns as to the superiority or inferiority of any item analyzed, is in no sense a fair basis for comparison with any of the many other confections of the same type which do not happen to be among the items examined at that particular time.
—Editor.

Remarks: We find very few eggs of this type on the market. Years ago, this type of eggs was very popular. The manufacturing of this type of egg is slow and expensive.

Code 4M 35

Moulded Duck—About 3 oz.—10c
(Purchased at department store, Chicago, Ill.)

Appearance of Duck: Good.

Coating: Light.

Color: Good.

Moulding: Good.

Gloss: Good.

Taste: Fair.

Size: Good.

Taste: Cheap tasting.

Remarks: Duck is good size but very cheap tasting coating. Suggest a cellophane wrapper be used.

Code 4N 35

Half Dipped Standing Crystallized Cream Egg—About 3 oz.—10c

(Purchased in a candy store, New York City.)

Appearance of Egg: Fair. Cheap looking.

Color: Pink. Too deep.

Chocolate: Fair.

Texture: Too hard.

Flavor: Poor, could not tell what flavor it was.

Remarks: This is a good looking novelty egg, if it were made right. Color and texture need checking up. Flavor had perfumed taste.

Code 4O 35

Rabbit Show Box—10 pieces—10c
(Purchased at chain store, Chicago, Ill.)

Appearance of Package: Good.

Box: Open face folding box, transparent cellulose window. Lavender, green and white colors.

Coating: Dark.

Color: Good.

Gloss: Fair.

Taste: Fair.

Center: Vanilla marshmallow.

Texture: Good.

Color: Good.

Taste: Fair.

Remarks: This is a good size Easter novelty box at the price of 10c. Large size package and candy is of fair quality.

Code 4P 35

Assorted Chocolate Eggs—5 pieces —5c

(Purchased at chain store, Chicago, Ill.)

Appearance of Package: Good for this priced candy.

Box: Open face, colored in green and lavender. Five sections, one egg in each section. Colored foils, transparent cellulose wrapper.

Chocolate Coating: Dark.

Color: Good.

Gloss: Fair.

Taste: Fair.

Center: Vanilla coconut cream.

Texture: Good.

Taste: Good.

Remarks: This is one of the best 5c Easter novelty packages the Clinic has examined this year. The profit on a package of this type is very small if any.

Code 4Q 35

Milk Chocolate Rabbit—About 3 oz.—10c

(Purchased at candy store, Chicago, Ill.)

Appearance of Rabbit: Good.

Size: Good.

Chocolate: Light.

Gloss: Good.

Moulding: Good.

Taste: Good.

Remarks: This is a good looking chocolate rabbit. Considerable finger marks, etc. Suggest piece be wrapped in transparent cellulose.

Code 4R 35

Moulded Rocking Rabbit—2 1/4 oz.—5c

(Purchased in a chain store, New York City.)

Appearance of Piece: Good. Transparent cellulose wrapper with seal.

Size: Good.

Chocolate—

Color: Good.

Gloss: Good.

Moulding: Good.

Taste: Good.

Remarks: This is a good looking chocolate rabbit and of good size for a 5c seller, neatly put up.



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of Karo*

Code 4S 35

Novelty Easter Box—5c

(Purchased in a chain store.)
Appearance of Package: Good.
Open Face Box: Green grass, transparent cellulose wrapper. Box printed with Easter scene.
Contents: 1 chocolate marshmallow rabbit, two chocolate marshmallow eggs, 4 large jelly beans.
Chocolate Coating: Fair.
Marshmallow: Good.
Jelly Beans: Good.
Remarks: This is a good looking Easter novelty at this price. Quality is good for this priced candy. The package is attractive and large looking.

Code 4T 35

Cherry Egg—2½ oz.—5c

(Purchased at chain store, Chicago, Ill.)
Appearance of Egg: Good.
Size: Good. ½ egg shape.
Wrapper: Foil, printed in red and white.
Chocolate Coating: Dark.
Color: Good.
Gloss: Fair.
Taste: Good.
Center: Vanilla cream.
Texture: Good.
Flavor: Could not taste any.
Remarks: This is a good eating cream egg. Well made and of good size, but contained only one small cherry. Suggest a good cherry flavor be used and a light pink color. Center does not taste or look like a cherry cream.

TRADE MARKS

for

Registration

THE following list of trade-marks published in the Patent Office Gazette for the past month, prior to registration, is reported to The Manufacturing Confectioner Publishing Co., by Mason, Fenwick & Lawrence, Patent and Trade-Mark Lawyers, Woodward Building, Washington, D. C.

Manufacturers and dealers in candies, confectionery and baking products who feel that they would be damaged by the registration of any of these marks are permitted by law to file within thirty days after publication of the marks a formal notice of opposition.

VITAMIN D and sunburst design, ice cream. Use claimed since October 20, 1934, by Dutchland Farms, Inc., Brockton, Mass.

VITAMIN D and cow jumping over sun, ice cream. Use claimed since October 20, 1934, by Dutchland Farms, Inc., Brockton, Mass.

CANDY CLINIC SCHEDULE FOR 1935

THE monthly schedule of the CANDY CLINIC for 1935 (exclusive feature of The MANUFACTURING CONFEC-
TIONER) is as follows:

JANUARY—Holiday Packages; Hard Candies

FEBRUARY—Home Mades; 10c-15c-25c Packages Different Kinds of Candies

MARCH—Assorted One-pound Boxes of Chocolates Up to \$1.00

APRIL—Easter Candies and Packages; Moulded Goods

MAY—\$1.25-\$1.50-\$2.00 Chocolates; Chocolate Bars

JUNE—Marshmallows; Fudge; Caramels

JULY—Gums; Jellies; Undipped Bars

AUGUST—Summer Candies and Packages

SEPTEMBER—All Bar Goods; 5c Numbers; 1c Pieces

OCTOBER—Salted Nuts and Chewy Candies

NOVEMBER—Cordial Cherries; Panned Goods

DECEMBER—Best Packages and Items of Each Type Considered During Year; Special Packages; New Packages

THE RED LION INN, sugar, bread and cakes. Use claimed since May 26, 1933, by Ernest J. Stevens, Chicago, Ill.

WONDER YEAST, THE HOUSE OF WERDER, nut chocolate confection having a yeast content. Use claimed since Aug. 23, 1932, by Paul Von Werder, doing business as The House of Werder, Springfield, Mass.

SERV-AGEN, preparation for making puddings or for use as a pie filling. Use claimed since Aug. 24, 1934, by Saly Hirsch, doing business as Caramel Dessert Co., New York, N. Y.

JOHNSTON'S, powder preparation for making candy. Use claimed since Oct. 18, 1934, by Robert A. Johnston Co., Milwaukee, Wis.

HI-TOP, molded ice cream. Use claimed since March 15, 1934, Ice Cream Mold & Equipment Co., Detroit, Mich.

TINY TIM, candy. Use claimed since November 1, 1934, by F. B. Washburn Candy Corp., Brockton, Mass.

LAWRENCE WELK'S, chewing gum. Use claimed since October 1, 1934, by Middlewest Brokerage Corp., Yankton, S. Dak.

SUPREME, granulated sugar. Use claimed since May 1, 1933, by J. Aron & Co., Inc., doing business as International Trading & Rice Corp., New Orleans, La.

FAMETTES, candy bars. Use claimed since Aug. 1, 1934, by F. A. Martoccio Co., doing business as Hollywood Candy Co., Minneapolis, Minn.

HERSHEY'S NOT-SO-SWEET, confectionery. Use claimed since January 4, 1934, by Hershey Chocolate Corp., Hershey, Pa.

STAR-WAY, flour. Use claimed since Nov. 20, 1933, by General Mills, Inc., Minneapolis, Minn.

WHITE LAKE, wheat flour. Use claimed since July 10, 1934, St. Mary's Mill Co., St. Mary's, Mo.

PRETZLOPE, for pretzel-like bakery product. Use claimed since Sept. 15, 1933, by The General Pretzel Co., Canton, Ohio.

TESORO and design, dessert powder, candy. Use claimed since March 6, 1927, by Sam Tesoro, doing business as Chicago Spice & Flavor Co., Chicago, Ill.

PHILIP-MORRIS and design, pumpernickel bread. Use claimed since April, 1932, by Gishman & Goshman, Brooklyn, N. Y.

B. G. A., candy, chocolate, cocoa, cocoanut, cakes, popcorn, tapioca, wheat biscuits, etc. Use claimed since Oct. 17, 1933, by Market Wholesale Groceries, Inc., Chicago, Ill.

THUR-BREAD, for bread. Use claimed since April 19, 1934, by Thomas W. Woodworth, doing business as Becker's Bakery, Spartansburg, S. C.

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Lehmann 6' Melangeur with Granite Rollers.

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Pump Bars for Steel Mogul Depositors.
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Friend Hand Roll Machines, Dreadnaught and Model "F".
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Model "K" Kiss Cutter and Wrapper.
Ideal Caramel Wrapper, 1" Special, ¾" Senior.
Caramel Cutters, Mills, Racine, and Savage.
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National Continuous Cooker, complete.
Simplex Steam Vacuum Cooker, also Gas Type.
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Day and Hobart Beaters, 80 Qt., 4-Speed.
Copper Steam-Jacketed Kettles, 10 Gal. to 150 Gal. Capacity.

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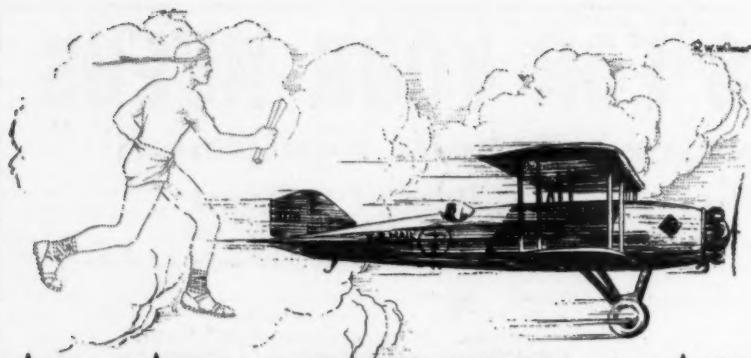


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First Producers of Certified Colors



AS WE SORT THE MAIL

Questions addressed to this department will be answered by us from month to month. Readers are invited to make this a forum for informal discussion of subjects of general interest to the candy industry.—The Editor.

Gentlemen:—

"We are interested in learning the address of the manufacturers of the 'Forgrove Wrapping Machines.' If you have this data at hand, we will greatly appreciate this information."—California.

Formula Problems Cutting Marshmallows

Dear Editor:—

"We are going to ask you for some information which we hope you can supply without too much trouble to yourselves. In this part of the world we hold the lead in making Toasted Marshmallows and we are not going to ask you for formulae, etc., but we would like to know what method in cutting and handling is followed by the best people in your city."—Canada.

Reply—

Toasted Marshmallows—For large production, it is best to use a cast marshmallow for toasting purposes. Cut marshmallows will cost more for labor than cast. There is no better way of cutting marshmallow than with a roll knife.

Marshmallow Cutter—Most of the marshmallow cutting machines will work efficiently if kept in a conditioned room and kept clean at all times.

Toasted marshmallows are very popular in the States, particularly during the summer

season. Chain stores, grocery stores, etc., handle a large volume of toasted marshmallows during the summer months.

Later:—

"It gives us pleasure to acknowledge your friendly letter and your Technical Staff report recently received covering our inquiry on Toasted Marshmallows. The latter answers our questions satisfactorily and we thank you sincerely."

Dear Editor:—

"We would like to have more information regarding the Portable Air-Conditioner which is mentioned in the second article on page 50 of your March issue of *The MANUFACTURING CONFECTIONER*. Would you kindly advise us the name of the manufacturer or the distributor in this territory on this piece of equipment? Thanking you in advance for the information, we are."—Wisconsin.

Turkish Delight

Dear Editor:—

"Could you possibly supply me with a formula for Turkish Delight or Paste? I just have gas stoves with stoving equipment for the Delight."—Canada.

Reply—

Formula for Turkish Delight is as follows:

Ingredients:

75	lbs. sugar
15	lbs. corn syrup
8	gals. water
5	oz. cream of tartar
7½	lbs. No. 200 cooking starch.

Method: Put sugar, corn syrup and water in kettle, bring to boil, add starch that has been dissolved in two (2) gallons of water, boil batch until it runs free from a palette knife. This is a matter of practice. Turkish paste cannot be cooked with a thermometer or by finger. Color and flavor as desired. Turn out on starch lined boards and let set two or three days before cutting.

Mints and Jelly Formulas

Dear Editor:—

"Will you kindly send us a formula for making Cream Mints or Dinner Mints (with and without stripes) and also a formula for Slab Jellies made with pectin or agar agar."—Massachusetts.

Reply—

Formula for Cream Mints:

Ingredients:

10	lbs. sugar (Cane)
1	level tps. cream tartar
2½	qts. water.

Method: Put sugar, cream of tartar and water into kettle. Cook 268 to 275 degrees F. Pour on a cold slab, let batch get thoroughly cold, then pull on a hook. While on the hook add 4 ozs. of a straight sugar fondant, flavor and color as desired. For stripes, take part of batch before pulled, color as desired and stripe batch before it is put through cutting machine, leave in open boards, one layer on a board over night and the following morning these mints will be ready for packing. The temperature of the room should be 70 to 75 degrees F. and humidity 35 to 40.

Formula for Pectin Jelly:

Ingredients:

125	lbs. sugar
7	gals. water
2¼	lbs. of No. 60 Pectin.

Method: Put sugar in kettle thoroughly mix pectin into sugar, then add water and cook to 220 to 222 degrees F. and before turning out add 10 ozs. of Tartaric Acid and flavor as desired. If fruits are to be used, cook will have to be changed.



Model F-7 38" Diameter

The ACME Plain Revolving Pan

The ACME sugar coating Pans are built to last. Frame of one-piece construction. Insures long, constant service, without expensive repairs. The Pans are made of heavy copper, nicely hammered, and mounted at right angle for maximum production.

Built to any size, plain, with coils, ribs, and with gas-burning attachment.

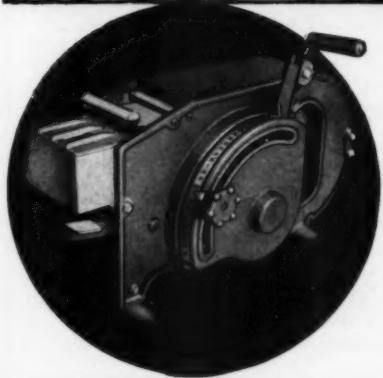
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NASHUA PACKAGE SEALING CO.
NASHUA, NEW HAMPSHIRE

MC4

APRIL 1935						
SUN	MON	TUE	WED	THU	FRI	SAT
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

MAY 1935						
SUN	MON	TUE	WED	THU	FRI	SAT
	1	2	3	4		
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

The CANDY MAN'S CALENDAR

April

4th Month
30 Days { 4 Saturdays
{ 4 Sundays

Day of Month	Day of Week	EVENTS
1	M	Monthly meeting the Candy Production Club of Chicago, DeMet's, Board of Trade Bldg., Chicago.—Monthly meeting Central N. Y. Candy Jobbers, Hotel Syracuse, N. Y.
3	W	Monthly meeting Retailers Confectioners' Assn. of Philadelphia, Inc., Turngemeinde Hall, 1705 North Broad St., Philadelphia.—Weekly meeting (every Wednesday evening) Merrimac Valley Wholesale Candy Jobbers' Assn., Y. M. C. A., Lawrence, Mass.—Weekly meeting Colorado Confectioners' Association, Chamber of Commerce, Denver (every Wednesday).—Monthly meeting Southern N. E. Wholesale Confectioners' Assn., Inc., Remington Hall, Y. M. C. A., Fall River, Mass.
4	Th	Weekly meeting Westchester County Candy Jobbers' Assn., Jewish Community Centre, Yonkers, N. Y.—Monthly meeting Cincinnati Candy Jobbers' Assn., Grand Hotel, Cincinnati.—Weekly meeting Keystone Jobbing Assn., Chamber of Commerce Bldg., Scranton, Penn. (Weekly, 7:30 p. m.)
5	Fr	Monthly meeting of Wolverine Candy Club, Detroit, Mich.—Weekly meeting Utah Manufacturers' Assn. (each Friday), Salt Lake City Chamber of Commerce, Salt Lake City, Utah.—Monthly meeting Falls Cities Confectioners' Club, Louisville, Ky.
6	Sa	Bi-monthly meeting St. Louis Candy Sales Assn., American Annex Hotel, St. Louis, 12:30 noon.
9	Tu	Monthly meeting Conf. Buying Assn., 17 E. Austin Ave., Chicago.
10	W	Monthly meeting Manufacturing Confectioners of Baltimore, Hotel Emmerson, Baltimore, Md.
11	Th	Beginning of Passover Week.
12	Fr	Monthly meeting Kansas City Candy Club, Pickwick Hotel, Kansas City, Mo., in the evening.
15	M	Bi-monthly meeting Chicago Candy Club, Maryland Hotel, Chicago.
16	Tu	Monthly meeting of Candy Executives' and Asst'd Industries Club, St. George Hotel, 51 Clark St., Brooklyn.
18	Th	Monthly meeting the New York Candy Club, Inc., Masonic Temple, N. Y. C.—Bi-monthly meeting Assn. of Mfrs. of Confy and Chocolate of State of N. Y., Pennsylvania Hotel, N. Y. C. (middle and last of month)—Monthly meeting Utah-Idaho Zone Western Confectioners' Assn., Salt Lake City, Utah.
19	Fr	Good Friday.
21	Su	Easter.
25	Th	Monthly meeting of Mfrs. of Confy and Chocolate of State of N. Y., Pennsylvania Hotel, New York.—N. J. Wholesale Confectioners Board of Trade, Hotel Douglas, N. J.
26	Fr	Bi-monthly meeting, Kansas City Candy Club, Pickwick Hotel, Kansas City, Mo., in the evening.
27	Sa	Monthly meeting the Pittsburgh Candy Club, Pittsburgh, Penn.
29	M	Monthly meeting Candy Square Club of N. Y. City, Inc., Hotel McAlpin, New York City.

May

5th Month
31 Days { 4 Sundays
{ 4 Saturdays

Day of Month	Day of Week	EVENTS
1	W	Monthly meeting Retailers Confectioners' Assn. of Philadelphia, Inc., Turngemeinde Hall, 1705 North Broad St., Philadelphia.—Weekly meeting (every Wednesday evening) Merrimac Valley Wholesale Candy Jobbers' Assn., Y. M. C. A., Lawrence, Mass.—Weekly meeting Colorado Confectioners' Association, Chamber of Commerce, Denver (every Wednesday).—Monthly meeting Southern N. E. Wholesale Confectioners' Assn., Inc., Remington Hall, Y. M. C. A., Fall River, Mass.
2	Th	Weekly meeting Westchester County Candy Jobbers' Assn., Jewish Community Centre, Yonkers, N. Y.—Monthly meeting Cincinnati Candy Jobbers' Assn., Grand Hotel, Cincinnati.—Weekly meeting Keystone Jobbing Assn., Chamber of Commerce Bldg., Scranton, Penn. (Weekly, 7:30 p. m.)
3	Fr	Weekly meeting Utah Manufacturers' Assn. (each Friday), Salt Lake City Chamber of Commerce, Salt Lake City, Utah.—Monthly meeting Falls Cities Confectioners' Club, Louisville, Ky.
4	Sa	Bi-monthly meeting St. Louis Candy Salesmen's Assn., American Annex Hotel, St. Louis, Mo.
6	M	Monthly meeting the Candy Production Club of Chicago, DeMet's, Board of Trade Bldg., Chicago.—Monthly meeting Central N. Y. Candy Jobbers, Hotel Syracuse, N. Y.—Annual National Premium Exposition, Palmer House, Chicago (6th-10th).
8	W	Monthly meeting Manufacturing Confectioners of Baltimore, Hotel Emmerson, Baltimore, Md.
10	Fr	Monthly meeting of Wolverine Candy Club, Norton Hotel, Detroit, Mich. Monthly meeting Kansas City Candy Club, Pickwick Hotel, Kansas City, Mo., in the evening.
12	Su	Mother's Day.
14	Tu	Monthly meeting Conf. Buying Assn., 17 E. Austin Ave., Chicago.
16	Th	Monthly meeting the New York Candy Club, Inc., Masonic Temple, N. Y. C.—Bi-monthly meeting Assn. of Mfrs. of Confy and Chocolate of State of N. Y., Pennsylvania Hotel, N. Y. C. (middle and last of month)—Monthly meeting Utah-Idaho Zone Western Confectioners' Assn., Salt Lake City, Utah.
18	Sa	Bi-monthly meeting St. Louis Candy Salesmen's Assn., American Annex Hotel, St. Louis, Mo.
20	M	Bi-monthly meeting Chicago Candy Club, Medinah Club, Chicago.—National Assn. of Purchasing Agents and Information Show, New York (20th-23rd).—National Society of Air Conditioning Engineers, Merchandise Mart, Chicago (20th-23rd).
21	Tu	Monthly meeting of Candy Executives' and Asst'd Industries Club, St. George Hotel, 51 Clark St., Brooklyn.
23	Sa	Monthly meeting the Pittsburgh Candy Club, Pittsburgh, Penn.
27	M	Monthly meeting Candy Square Club of N. Y. City, Inc., Hotel McAlpin, New York City.
30	Th	Monthly meeting of Mfrs. of Confy and Chocolate of State of N. Y., Pennsylvania Hotel, New York.—N. J. Wholesale Confectioners Board of Trade, Hotel Douglas, N. J. Decoration Day.



MARSHMALLOWS for SUMMER

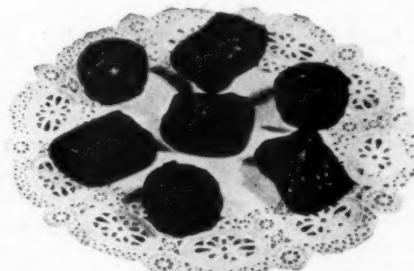
Marshmallow offers you an opportunity of creating a variety of appealing summer numbers. But your marshmallow must be short, sweet and tender to win favor.

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will give your marshmallow these essentials by preventing drying, graining and fermentation.

Write us for formulas—let our Service Department tell you how to make light, fluffy marshmallow that stands up remarkably well—satisfying in appearance and eating qualities.

Nulomoline supplies the necessary quality control in candies. There is no substitute for quality.



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CEDAR RAPIDS, IOWA

SALESMEN'S SLANTS

C. RAY FRANKLIN, Speaking from Kansas City

THE Southwest has just about dug itself out from under a layer of sandy dust that has been accumulating for several days prior to this article. So far as can be learned there has never been anything like it in this part of the country, or as severe. The top soil has blown from off the fields throughout the greater part of Western Kansas and Eastern Colorado. Families by the scores are leaving the country and their homes to seek other places to live, as the land has lost all its fertile soil. * Salesmen have been tied up for days, unable to drive their cars, due to the fact that the fine sand-filled air will burn out the bearings in their cars. The outlook for business in this stricken area for the coming season is not very rosy.

* * *

The Kansas City Candy Club held its last meeting at the usual place, Pickwick Hotel, which is headquarters for the Club. The meeting was well attended and enjoyed by all, but why should it not have been? Louis Maschke, Candy Code Authority ambassador for the Southwest, was in attendance, as a guest, however, as he refrained from making a speech, advising the writer he was there only for a social evening and had nothing to report relative to his work. Come more often, Louis.

* * *

J. H. McKey, manager of the Euclid Candy Co. of California, was a visitor in Kansas City a few days ago, where he remained a day on his way east to attend the funeral services of Lafe Wagoner, of the Euclid Candy Co. of New York, who passed away March 20. Mr. McKey was very enthusiastic about the reception his "Best Pal" bar is receiving on the Coast, as well as his other numbers which are among the leaders in his territory. It was surely fine to see J.H. looking so well—and here's hoping you pay us a visit more often.

* * *

I cannot help but make a few remarks about Mr. Lafe Wagoner, even though he probably will be eulogized by real writers in all the trade papers of the industry. I have known Lafe for many years, and I am sure that any of you readers who have had that pleasure will agree that he was not only a real candy man but also a real citizen, and Christian. Lafe was of the old school, believing that candy should be made of pure and wholesome ingredients and sold on a profitable basis. Too bad so many of our present members of the industry have forsaken the old ideas in their

NEWS and PERSONALS from the men on the Road . . . by C. Ray Franklin, Syd Hoffmann, and Dave Trager . .

C. Ray Franklin
Kansas City, Mo.



anxiety for immediate relief, so far as volume is concerned. Lafe was, in face of his busy life, ready at all times to enjoy a good story or joke and was generous not only with his good advice but in a philanthropic way. His many friends I am sure will miss him, and I know the industry will.

* * *

Harold Jacobson, of the Northwestern Candy Co., Des Moines, Iowa, spent a few days recently at Excelsior Springs, Mo., for a rest. Harold is a busy man and frequently takes off a few days and goes to the above resort, which is nationally known for its health waters and baths. After a few days there Harold returns to his duties a rested man, ready to eat 'em alive!

* * *

Jack Kemming, one of the twin cities' prominent candy brokers, who handles the Peter Paul line throughout the Southwest, was a Kansas City visitor a few days ago. Your humble servant had a very delightful visit with Jack, who informed me that his business was getting better right along, and that he looked for a good increase this year over last on the Peter Paul line in this territory. Good luck, Jack, and return soon, as we always enjoy having you with us.

* * *

Ed Kelly, of the Goelitz Confectionery Co., North Chicago, Ill., makers of "Worth Crowning For" Corn, told the writer the following story a few days ago—believe it or not:

Judge: This lady says that you tried to speak to her at the station today.

Salesman: It was a mistake. I was looking for a friend's sister, whom I have never seen before, but who's been described to me as a very handsome blonde

with classic features, fine complexion, perfect figure and—

Witness (interrupting): I don't care to prosecute the gentleman. Anyone might have made the same mistake!

* * *

As I sit and write this column, I can hear the applause and noise coming from the Coliseum here in Wichita, Kans., where the National Girls' Basket Ball tournament is being staged for the next three days. There are clubs here from all over the United States, and talk about varied hued suits, etc. They surely have them! The part of the affair that prompted me to write this, is the fact that wherever you go, or whatever the occasion may be, the candy industry seems to be included, and this is no exception. If you were here and could see the team that carries the Baby Ruth insignias you would wonder how any team could beat them. I have never seen a team of girl basket ball players that have the size and speed they possess. I compliment Baby Ruth, and am anxiously awaiting the outcome of the conference.

* * *

The fellow that told me, told me that he was told by Martin Andelfinger, President of Licorice Products Co., Dubuque, Iowa, so if it's not the truth blame the fellow that told me that he was told by Martin. Here it is:

Two negroes who had not seen each other for five years discovered each had married during this time. "What kinda' woman did you-all get, Mose?" asked Rastus. "She's an angel, Rastus, dat's what she is," replied Mose. "Boy, yo sho is lucky. Mine's still livin'," Rastus muttered sorrowfully.

—C. R. F.

DAVE TRAGER, Broker, Speaking from Detroit, Mich.

INSTEAD of an increase in volume for the confectionery jobbing trade in this section during the month of March, there has been a noticeable decrease as compared to March, 1934. Easter merchandise has been sold in fairly good volume, but it appears as if the early selling of Easter items has retarded the sales of regular items. Oh, well, we can't have the pie, and eat it too.

* * *

The Valley Sweets Co., of Saginaw, Mich., have been appointed exclusive distributors of the A. E. Brooks & Co. line, in Northeastern Michigan. A. E. Brooks & Co., of Grand Rapids, Mich., are one of the oldest manufacturers in the State. They have always been known for quality.

* * *

Roy Ball, Pres., King Cigar Co., Flint, Mich., has been laid up with an attack of measles. He expects to be back at his desk before his company move into their new quarters, which are being remodeled at the present time.

* * *

H. J. Glickman, Vice-Pres., Queen Anne Candy Co., Hammond, Ind., was a recent visitor to the Michigan trade.

(Turn to page 60)

It's the pleasing after-taste

YOUR chocolate covered vanilla creams deserve the same careful consideration inside as well as out.

The smoothness in taste of Burnett's Vanilla and its duty as a blending agent in your cream fondant will make the entire piece taste better.

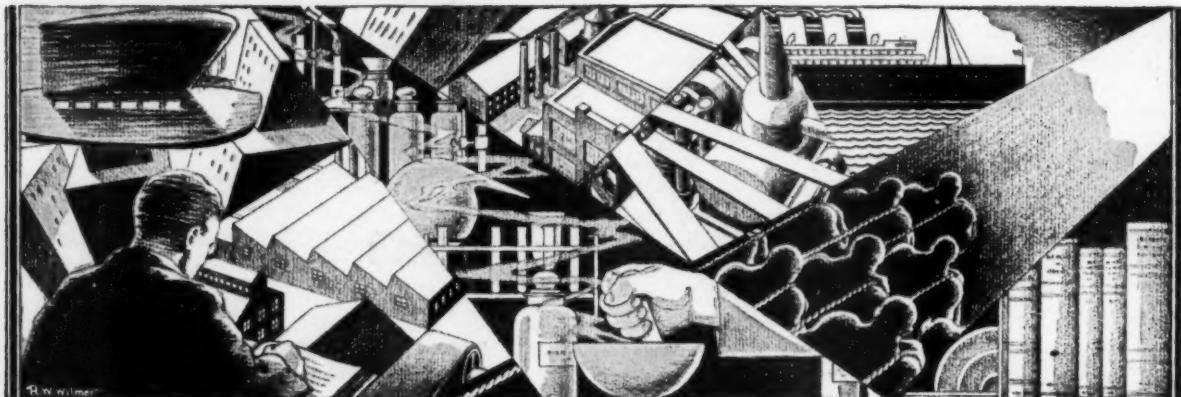
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• • • • • Monthly Digest of • • • • •
CURRENT TECHNICAL LITERATURE

Impurities in White Sugar



J. C. Keane, J. A. Ambler, and S. Byall. *Ind. Eng. Chem.* 27, 30-33 (1935).

DURING the study of possible means of improving the quality of white sugars by decreasing the quantities of the various impurities dissolved in them, it became important to ascertain the distribution of the non-sugars throughout the mass of the crystal. In the case of raw sugar, practical experience has shown that the major portion of the impurities such as ash, coloring matter, and invert, is located in the film of molasses surrounding the individual crystals and that the purity of the sugar is increased by washing away this adhering film.

In applying this knowledge to the improvement of white sugars, it was important to determine their distribution throughout the sugar crystal. A knowledge of this distribution was obtained by mingling sugar crystals of a definite size with sugar solutions of different densities below the point of saturation. As a result of this procedure, proportions varying from 4.3 to 30.0 per cent of the crystal mass were dissolved.

Analyses of the original and resultant sugars show that in general 50 per cent of the ash (chlorides, sulfates, sodium, potassium and total nitrogen) is located in the outer 5 per cent of the crystals; that is, in the surface layer, color, calcium, and sulfites are more uniformly distributed throughout the entire crystal. Barley candies made from the sugars under test showed a marked improvement in color when the outer layer of crystal had been removed. This improvement in color is not attended by any significant decrease in the "strength" of the sugar as indicated by practically the

same sucrose and invert percentages in the several candies.

A method for improving the quality of white sugars, based on the method of partial solution described in the analytical method, is suggested. Further work is to be done by the authors on wet sugars direct from the centrifugals.

Ethyl Vanillin—Determination and Standards of Purity



H. C. Lockwood. *Analyst* 59, 720-2 (1934).

SOME years ago the confectionery trade was introduced to a new form of vanillin called "ethyl" vanillin. It was at that time rated as being $3\frac{1}{2}$ to 4 times as efficient as ordinary vanillin as a flavoring material. This investigator confirms the fact that ordinary vanillin and its "ethyl" homolog are very similar in their chemical behavior but quite different in the quality and strength of their respective flavors. Lockwood finds the ethyl derivative "much stronger and more like natural vanilla in flavor." He gives data which should enable the chocolate or confectionery manufacturer to distinguish readily between the two.

Ordinary, or methyl vanillin, is twice as soluble in water as the ethyl compound. The presence of as little as half a per cent of the methyl form in a mixture can be detected by adding saturated bromine to some of the cold, saturated aqueous solution and observing the color change which it produces. The purity of the mixture can be calculated by measuring the bromine absorption. The melting point of ordinary vanillin is 5° C . higher than its ethyl derivative.



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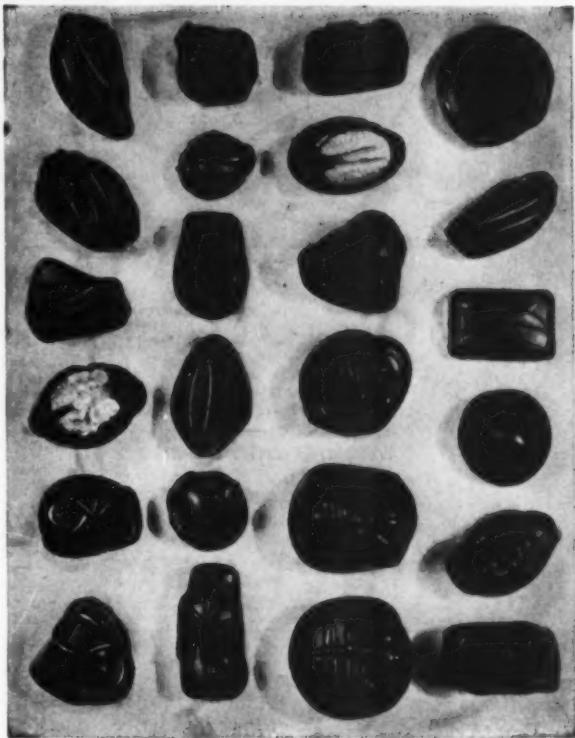
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Salesmen's Slants

(Continued from page 57)

Gum, Inc., Philadelphia, Pa., have recently introduced in this market Comic Bubble Gum. This number has a strong appeal to the kiddies, and has proven a seller in the short time it has been on the market.

* * *

The regular monthly meeting of the Wolverine Candy Club was held at the Norton Hotel, Detroit, Mich., on Friday, April 5. Plans were made for the annual picnic at Tashmoo Park.

* * *

Wilbur Suchard Chocolate Co., Lititz, Pa., recently placed in the Michigan market their latest addition, Wilbur B-Vite Bar. This is a chocolate yeast combination. A good initial distribution was secured from the jobbing trade, and from all reports the repeat business has been coming in good volume.

* * *

The B. & G. Candy Co., Detroit, was appointed exclusive distributor of the Peggy Jones line of bar candies for Detroit. Joe Bianco, Vice-Pres. of B. & G., is planning on a candy exhibit in his new place of business on East Jefferson avenue on May 2-3. Thirty manufacturers have already signified their intention of having a booth at the exhibit. Over 1,000 invitations will be sent to the Detroit retail trade. Music and refreshments will also be on hand for the visitors.

* * *

Martin Russow, who formerly was in the confectionery jobbing business for a number of years, is now connected with Dehm & Co., representatives for Sweets Co. of America. Martin has been assigned to the advertising and retail work on Sweets Co. products.

* * *

Dick Weinberg, Sales Manager for Minter Bros., Philadelphia, Pa., was a recent visitor to the Detroit trade. He was accompanied by their local representative, Joe Curts. Joe is featuring Minter Bros.' Caramel Jacks.

* * *

Jerry Lewis, of Lewis Bros., Newark, N. J., was a recent visitor to Detroit. He kept Herb Sire company for a few days calling on the Detroit trade.

* * *

I must comment on the death of an old friend, and one of the old-time salesmen in the industry. On Thursday, March 28, Lafe Rosenthal passed away at his home in Dayton, Ohio. His body was sent to Auburn, N. Y., for burial. Lafe will be missed by many of his friends.

* * *

Dave Pierce, who, for many months while his friend Lafe Rosenthal was sick called on the trade in his behalf without remuneration, will succeed Lafe with the Fair Play Caramel Co. Such friendship is rare, and Dave is worthy of the company's consideration.

* * *

The John Mueller Licorice Co. have recently introduced their new 5c package of licorice called Midnites. The package is colorful, the contents have quality, it is priced right, and, I do not know of anything else that goes for salability to the jobbing and retail trade.

I hope that my friend Ray Franklin can think up some more jokes this month, to put in his part of our column. Ray usually has some good ones up his sleeve. Tell them the one about the coal miner who came home to get his bath with the garden hose, Ray. I'll leave the jokes for you.

* * *

If sugar and corn syrup advance any higher than they are now, and the NRA wages stay in effect, perhaps we will get larger pieces, and lower prices on bulk goods. It seems we are headed that way. Why wait, boys? Fire, while you see the whites in their eyes.

—D. T.

Association of Cocoa and Chocolate Manufacturers

At the Annual Meeting of the Association of Cocoa and Chocolate Manufacturers the following officers and Executive Committee were re-elected for the coming year: President, Wm. F. R. Murrie, Pres. Hershey Chocolate Corporation; Vice President, S. P. Goble, V. P. Rockwood & Company; Treasurer, M. J. Dodd, V. P. Hooton Cocoa Company. The Executive Committee includes the officers and Clive C. Day, V. P., Peter Cailler Kohler Swiss Chocolates Co.; Ernest D. Fieux, Pres., Runkel Bros., Inc.; John A. Bachman, pres., Bachman Chocolate Mfg. Co.; Mr. Curtis H. Gager, Walter Baker & Co., Inc., and Irving R. Gillette, Sec., Ambrosia Chocolate Company.

The Executive Committee reappointed the present Secretary, Chalmers M. Hamill.

Election of Code Authority members for this association resulted in re-election of all members.

H. D. Foss Company and Sharaf Company Merge

Arrangements have just been completed for a merger of H. D. Foss Co., Cambridge, and Sharaf Company of Boston, manufacturers of popular priced chocolates. Mr. H. D. Foss commenting on the merger said:

"Through this arrangement our sales force will be able to offer you a more complete line of chocolates covering a wider price field than heretofore. Also because of greater efficiency in operating and lower fixed expenses we shall be able to give you even better service and more consistent selling and merchandising help, all of which means increased profit for you."

Needless to say, the quality of Cynthia Sweets and Foss Chocolates will be in no way affected by this arrangement and will continue, as at present, to be under the close personal supervision of Mr. Edmonds and me at all times. All formulas, flavors, and coatings will remain unchanged. Those of our organization who have been close to the details of making our goods will continue.

We are planning to re-locate our plant during the summer season in new, clean, up-to-date quarters with every facility for maintaining the quality upon which we have built our reputation, and when this is completed we shall hope to have the pleasure of greeting you there."



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BALTIMORE—Harry Whitmore
BOSTON—R. H. Harding
CHICAGO—John T. Hanafee
CINCINNATI—Edw. T. Klum & Son
DALLAS—Oliver Taylor Company
DENVER—Cosner Selling Company
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LOS ANGELES—Mailliard & Schmiedell
MILWAUKEE—A. D. Schinner Company
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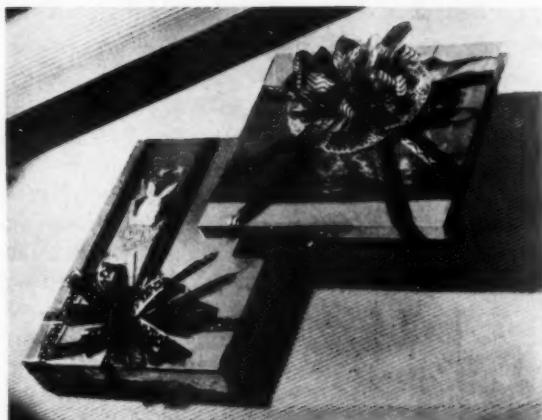
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Illustrating the sparkling decorative effect that can be added to a fancy package by the use of colorful cellulose ribbons. Retail confectioners have wide opportunities for giving a charm and personal touch to the candy package by the use of such materials at the point of sale.

Making the Package Change

(Continued from page 30)

ucts are seasonal. If they are there will be certain periods of the year when dealers' stocks are at a low point, when a package change can be made with the taking in of a minimum amount of old stock or the necessity of putting on extra drive behind old stock in order to clear shelves for new. If the new package can be introduced at the end of the seasonal slump when stocks are low, re-stocking problems are simplified and the product is given the stimulus of a re-designed container at a psychological time.

I see that the time allotted for our meeting has run its course. I want to express my appreciation to you as fellow directors for the attention you have given my recommendations and assure you that I have every belief that a changed package, built on a sound foundation of study and research, will not only renew our place of leadership in our market but also have a beneficial effect upon our balance sheet.

Charles E. Fisher, of York Caramel Co., Passes

CHARLES E. FISHER, Treasurer and Plant Manager of York Caramel Co., York, Pa., and veteran member of the candy industry, died suddenly as a result of a heart attack on March 27, at his home in York.

Mr. Fisher spent 40 years in the industry.

His career started in the factory of Stephen F. Whitman & Co., Philadelphia, and at various times he was connected with A. Westcott of Philadelphia; Ode & Gerberaux, New York City; Robt. F. McKenzie Co., Cleveland; R. E. Rodda Candy Co., Lancaster, Pa., and for the past ten years the York Caramel Co.

Mr. Fisher was prominent in Masonry and a member of the Elks. He was an ex-president of the National Confectionery Salesmen's Association. His wife and two daughters survive him.



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Two models are available. The Senior Model which wraps 160 pieces per minute and the Special Model with a capacity of 240 pieces per minute. Candy manufacturers will find these machines excellently adapted to their most exacting requirements. Write for complete specifications and prices.



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EST. 1906

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1700 ROOMS FROM \$250

HOTEL SHERMAN

Marshmallow—Its Problems and Production

(Continued from page 36)

sterile at the time it is used for casting into starch. This, of course, can also be overcome by maintaining a high enough syrup density in the cold syrup so that bacteria, molds or yeast cells cannot grow. It can be seen, therefore, that regardless of whether a hot process is employed or a cold one is used throughout, concentration of sugar in the syrup portion is one of the determining factors insofar as shelf life is concerned. Particular mention has been made of the three types of processing since each has its adherents who believe that their particular process is the only one that will produce satisfactory goods.

Coloring and Flavoring

In the coloring and flavoring of marshmallow we have a rather peculiar sort of problem. There are two distinct features to be remembered in such a procedure.

First, any clear or transparent piece of confection, such as hard candy, may be colored with only a small fraction of the amount required for marshmallow and a much better color will be obtained. The reason for this is due to the fact that hard candy is transparent and intensity of color depends upon the distance through which light travels before it reaches the eye. We have transmitted light as well as reflected light. In the case of marshmallow which is opaque and through which no light is transmitted, color is due to surface reflection. In other words, color on the inside of the marshmallow has no effect insofar as appearance to the eye is concerned. This is the reason why so much more color is required to produce a comparable shade.

Second, this fact also holds to a certain extent in the use of flavor, because the physical condition of the marshmallow is such that the flavor is not retained as long while the product is eaten and therefore does not build up as much in intensity as when a more dense piece is absorbed by the taste centers of the tongue and palate. As a result a much stronger type of flavor is generally employed for marshmallow than would be used, for example, in fondant or hard candy.

In discussing color above, reference has been made largely to marshmallows of the soft variety. There are many grained marshmallow items that are colored, and especially will we find this in bulk lines composed of many individual shapes. These are sometimes spotted or in other cases colored solid, but conclusions drawn from the effect will hold just as well as

when soft marshmallows were considered. It is necessary to use a larger proportion of color, weight for weight, than will be found to be necessary, for example, in the production of hard candy.

In a final conclusion, it must be again pointed out that shelf-life of marshmallow is easily affected by temperature and humidity conditions. A formula may give entirely satisfactory results if the marshmallows are consumed in a relatively short period of time, but if an unusually large stock is made and held for future shipment, the length of time these products remain in storage will have the greatest effect insofar as consumer acceptability is concerned. There is no other type of confection made which requires as close control all the way from selection of raw materials to proper packaging and storage.

The wise manufacturer, who maintains a satisfactory acceptance for his product, sees to it that the jobber and retailers served by such a jobber are not overstocked.



COLUMBUS DISPLAY EQUIPMENT.—Catalog 40, illustrating a new line of stock display equipment, including show cases, candy display cases both floor and counter. Issued by the Columbus Show Case Company, Columbus, Ohio.

MM&R CATALOG FOR MARCH-APRIL 1935.—Price list and catalog of prices on products of Magnus, Mabee & Reynard, Inc., New York, N. Y.

D & O REFERENCE AND PRICE LIST.—Issued for March and April by Dodge & Olcott Company, New York, N. Y.

ANNUAL REPORT OF THE AMERICAN SUGAR REFINING COMPANY.—A fifty-six page booklet giving very complete information on sugar legislation, growth, production and other statistical data. Issued by The American Sugar Refining Company, New York.

COCOA—OUTLOOK FOR 1935. Pamphlet issued by the Bankers Economic Service, 91 Wall Street, New York.

RETAIL CHAINS.—A report on variety chains and department stores for 1933 covers 93 variety store chains as compared to 148 in 1929; sales decreased from \$809,758,000 in 1929 to \$620,352,000 in 1933; and in 1933 operating expenses were \$30.81 per \$100 of sales. In 1933-34 chains were covered as opposed to 33 in 1929; sales decreased from \$665,172,000 in 1933 to \$639,432,000 in 1929; operating expenses in 1933 were \$27.48 per \$100 of sales. Census Bureau, Washington, D. C.

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What's New in The ASSOCIATED INDUSTRIES

Fritzsche Bros., Inc., Suffer Loss by Fire

A devastating fire broke out in the plant of Fritzsche Bros., Inc., New York, on March 27th. It was confined mostly to the manufacturing department. Business, however, was quickly resumed and the plant is again producing at full capacity.

The Liquid Carbonic Corporation

The announcement has been made of a new product "Proxate," a "safe fumigant," by the Liquid Carbonic Corporation. "Proxate" as developed has as its basic element carbon dioxide or carbonic acid gas. The company announces they have removed all the poisonous dangers by adding a second chemical with the result that a complete kill of insects can be made without danger to humans and with protection against fire hazards. The Corporation are guaranteeing its customers against loss by fire or explosion, and safeguard the life and health of the workers without cessation of activities during the period of fumigation. Atmospheric chambers structurally and mechanically correct have also been perfected. This chamber has patented loading and unloading doors that assure a permanent air-tight and gas-tight seal, and is constructed to withstand heavy service. The chambers are sectional in design and are in capacities from 500 to 50,000 cubic feet.

Announcement has been made of the appointment of

A. J. Cordrey of Detroit as manager of Technical Sales to succeed C. W. Dempsey, who becomes President of the Industrial Process Corporation, a new subsidiary of the Liquid Carbonic Corporation.

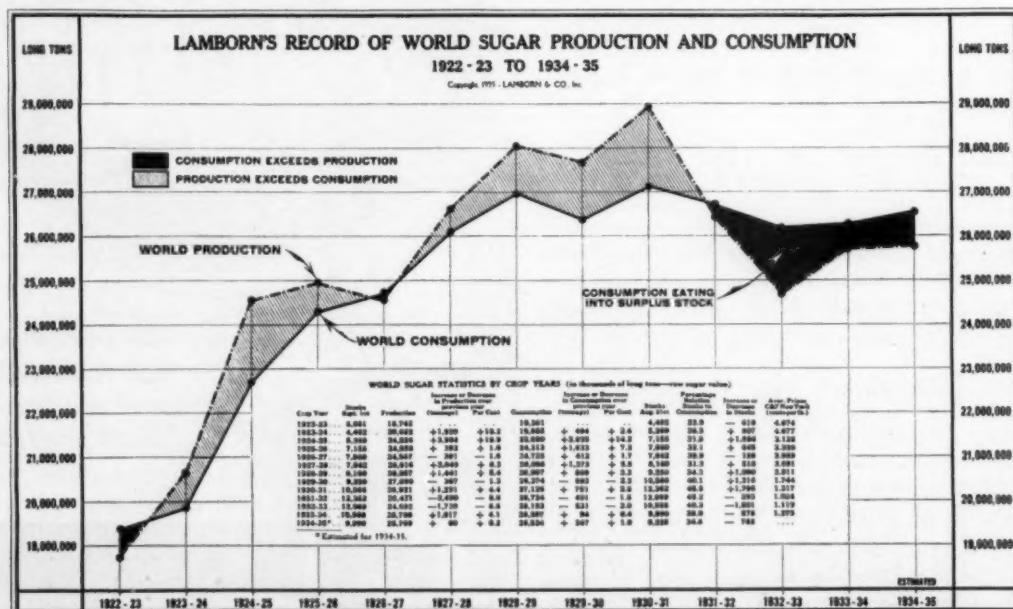
World Sugar Production and Consumption

THE year 1935 will be the fourth consecutive one in which a decrease in world sugar stocks will be recorded, according to a survey just completed by Lamborn & Company, who state that on August 31, 1935, the world stock will approximate 9,225,000 long tons, raw sugar. This figure compares with 9,990,000 tons on hand at the close of the crop year ending August 31, 1934, a falling off of 765,000 tons, equivalent to 7.6 per cent.

World sugar stocks reached the peak on August 31, 1931, with 12,362,000 tons. Since then, the reduction has aggregated over 3,000,000 tons.

World sugar production during the crop year ending August 31, 1935, according to the Lamborn survey, will approximate 25,769,000 long tons as compared with 25,709,000 tons during the previous year, an increase of 60,000 tons, or approximately one-fifth of one per cent.

World sugar consumption during the current crop year is forecast at 26,534,000 tons as against 26,287,000 tons last year, an increase of 247,000 tons, or approximately 1 per cent.



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Requirement Problems of Packing and Shipping Containers

(Continued from page 44)

prevent this damage. Inasmuch as most damage is to the contents, and often concealed, we have to depend almost entirely on the ability of the outer container to protect the contents as well as to hold them together during the vicissitudes of transit and handling.

One remedy is to make the outer container stronger, heavier and more expensive. This, however, is faulty engineering. The only real and scientific answer is a study of the present container, its weaknesses and its good points with a view to diagnosing the weak points and building them up—if possible by improved design and workmanship rather than by increased weight. In other words, the creation of true "balanced construction."

These analyses of boxes in actual use are being made not only by individual shippers and boxmakers, but also by the railroads. In addition, certain trade groups of boxmakers are at present financing a comprehensive study of shipments in fibreboard cases, with a view to analyzing the causes of damage and prescribing the remedies. Tabulations are being made not only of the condition of the outer box, but also of "concealed damage."

This sort of constructive analysis has been going on among package engineers during the past few years at an increasing rate. We owe a debt of gratitude also to some of the users who have laid down certain definite specifications for improving containers for their own specific needs but which, in the long run, have automatically improved all containers. The new knowledge secured in this way includes such subjects as:

Retention to contents vs. protection of contents.

Top, side and end compression and their relation to each other and to the action of rough handling and warehouse stacking.

The relation of grain direction and corrugation direction (in corrugated boxes) to retention of contents of varying physical characteristics.

The relation of workmanship in box manufacture to the final value of the finished box.

Any one of these points alone could be expanded to make up a most interesting discussion. Suffice it to say now that as a result of this new knowledge, we have recently learned how to overcome previous weaknesses, in containers and how to make them far more resistant to any given stress, both internal and external. Best of all, this has usually been accomplished without increasing costs but rather by a scientific application of new principles to the better assembly and fabrication of existing materials.

The best evidence of the correctness of these statements is the fact that today many of the country's largest shippers have a special department for the study of containers, container materials and container performance. Many of these companies have installed

comprehensive box testing laboratories and others are making increasing use of the excellent facilities and impersonal judgment of such independent testing laboratories as those in New York City and Chicago.

Briefly, these companies all follow a similar plan of procedure. They first analyze the damage occurring to their product by studying the product on the retailers' shelves. Once the exact damage is accurately known, the next step is to diagnose its cause. For instance, it is often found that compression is causing distortion to the carton or other type of inner package and this distortion remains permanent.

At any rate, the next step is to determine just what it takes to prevent this trouble. Then when it has been thoroughly demonstrated that this really is the remedy, the specifications for the new container are prepared and passed to the purchasing department. We, of course, are taking it for granted that the boxmaker has cooperated in all this work so that the final specifications don't get out of line with practical manufacturing and cost limitations.

In practice, the above procedure is much slower and more deliberate than it sounds and usually has to be accomplished one step at a time. The actual result is that more and more shippers are now buying their containers on a definite performance basis rather than on any specified raw materials. Performance here comes to mean workmanship in box construction rather than the choice of raw materials.

At first the boxmakers resented customers telling them how they should make their boxes. However, when they did take the broader perspective they learned a lot of new things. Inks are different, printing plates have been improved, methods of printing have changed radically, and some are fashioning the same old materials into a 1935 model container which is no more like the soft flexible containers of past years than the Zephyr is like the spur line rattler, even though both trains are made of similar materials.

Brazil Nut Fund

Experimental work to develop new and improved uses for Brazil nuts in commercial confections has been undertaken anew by the Brazil Nut Advertising Fund. This work, begun last fall, is in charge of an expert and beneficial results which may accrue will be passed along to industry.

It is believed the market can be greatly expanded by improving Brazil pieces now being manufactured and by introducing new pieces.

In view of the fact that nut pieces taper off each summer, analysis will include tests to prove how toasted nut pieces will stand up in hot weather.

S. B. Penick & Company

Mr. I. E. La Rue has joined the New York City sales force of S. B. Penick & Company. Mr. La Rue, who is well known in the Drug Pharmaceutical and allied fields, will primarily represent the Natural Gum Department of S. B. Penick & Company.

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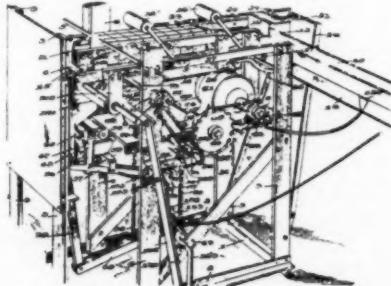
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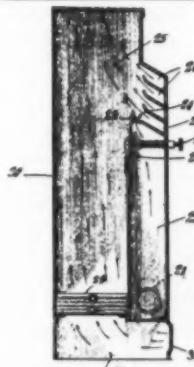
PATENTS

1,995,085. Machine for Assembling and Filling Packages into a Carton or the like. Charles H. Wild, Baltimore, Md., assignor to Burt Machine Company, Baltimore, Md. Application June 23, 1931, Serial No. 546,376. 15 Claims. (Cl. 226—14.)



1. In a machine for assembling and filling packages into a carton or the like, the combination with a receiving magazine and a feeding means, of means for assembling said packages in said magazine, means for discharging simultaneously all of said assembled packages from the magazine into said carton, and means associated with the feeding means controlled by the weight of the packages for automatically starting and stopping said machine.

1,995,667. Air Conditioning Apparatus. Vernon Cano, Elizabeth, N. J., assignor to The Cooling & Air Conditioning Corporation, New York, N. Y., a corporation of New York. Application March 1, 1932, Serial No. 595,988. 8 Claims. (Cl. 98—38.)



7. A local recirculation unit for air conditioning systems comprising a cold air supply passage terminating in an upwardly directed injector nozzle, a discharge outlet in the upper portion of said unit above said nozzle, a recirculated air inlet between said nozzle and said outlet, and angular deflecting members associated with said nozzle and said inlet for directing the recirculated air in injector relationship above and across the tip of said nozzle.

Serial No. 361,149. For Chocolate. Runkel Brothers, Inc., New York, N. Y. Filed Feb. 7, 1935.



Claims use since Jan. 21, 1935.



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FOR SALE—EMBOSOGRAF machine with all equipment and type for making Embosograf signs. Write for full particulars to Chase Candy Company, St. Joseph, Missouri.

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FOR SALE—RACINE AUTOMATIC Sucker Machine with 24-foot conveyor and four sets of sucker dies. Price \$350 complete. Address: D-4350 % The Manufacturing Confectioner Publishing Company, 1140 Merchandise Mart, Chicago, Ill.

FOR SALE—MOST MODERN chocolate coating equipment, 24-in. and 32-in., National Equipment and Greer, with all attachments. Wolfe Special, wide Peanut Coater, complete. Cheap prices for quick sales. Union Confectionery Machinery Co., Inc., 318 Lafayette St., New York City, N. Y.

FOR SALE—BURKHARDT VACUUM Pan, 250 lb. cap., with pre-melt kettle and steam vacuum pump; 60 gal. Burkhardt double action stirring with draw off valve; 2 5-ft. Ball beaters; 30 gal. Savage mixing and tilting kettle; 3 16-inch bottomers; 2 16-inch Springfield stringers; 36-inch sanding pan. Send for complete list. Wm. McMurray & Company, St. Paul, Minnesota.

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FOR SALE—CHOCOLATE AND Cocoa Equipment from the Handy and Forbes liquidations, attractively priced for quick sales: Bausman Battery Combination of four Disc Machines, with Kettles. Lehman 5-Roll Refiner, motor driven. Lehman, 3200-lb. cap. close coupled Conges, type 400 A, motor driven. Neusman Liquor Process Machines. National 36" Triple Mills. Lehman, late style, Crackers and Fanners, type DS 88, double. Burns Cocoa Bean Cleaner. Burns Coal Roaster. Lehman Dust Cleaner. Lehman Germ Separator. National, 6 ft. Melangeurs. National, 9 ft. Chasers. National 10-lb. Weighing Machine. Natl. Plain and Nut Bar Depositors. National Shaking Tables. National Cold Box. Lehman Cold Boxes, single and double deck. 4 pot Conges, Lehman and National. National 3 and 5 Roll Refiners. 500 lb. to 2000 lb. Chocolate Melters. Woodburn & O'Neil Sugar Mills. Bar Wrappers, all sizes. Anderson Expeller, Roller Bearing type, motor driven. Lehman, 12-pot, Cocoa Press. Carey Cocoa Presses, late style. Lehman, fully automatic, Cocoa Powder Outfit.

Union Confectionery Machinery Co., Inc., 318 Lafayette St., New York, N. Y.

FOR SALE — ONE THOMAS Mills No. 10 Ball and Sizing Machine to make coconut balls for coconut Bonbon centers, with two rollers to make 11/16" diameter and 7/8" diameter balls. Perfect condition. Used three months only. \$225.00. Chase Candy Company, St. Joseph, Missouri.

FOR SALE — FORGROVE SPECIAL Hard Candy Wrapping Machine, for wrapping odd shapes in Cellophane or waxed papers, with twist ends. Machine hardly used. Very attractive price. Address C-3350 % The Manufacturing Confectioner Publishing Company, 1140 Merchandise Mart, Chicago, Illinois.

MACHINERY FOR SALE.

FOR SALE: ONE TWINPLEX Stick Candy Sizing, Twisting and Cutting Machine, together with four sizers and gears for cutting sticks in different lengths and 25 foot conveyor. Price \$850 f.o.b. St. Joseph. Chase Candy Company, St. Joseph, Missouri.

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1 Four foot Ball Cream Beater with a 220 AC volt motor attached	\$400.00
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Racine Automatic Sucker Machine, intermittent type or continuous duty
Cooling Tunnel, Automatic Feeder, Bottomer, and Kihlgren Stringer for 16" Springfield Enrobers.

Many other items. All rebuilt and guaranteed. Savage Brothers Co., 2638 Gladys Ave., Chicago, Illinois.

FOR SALE—NEW TYPE BAUSMAN decorator No. 3 for 24" Enrober, together with many cams for different decorations and one special extension. \$1,950.00. Chase Candy Company, St. Joseph, Missouri.

